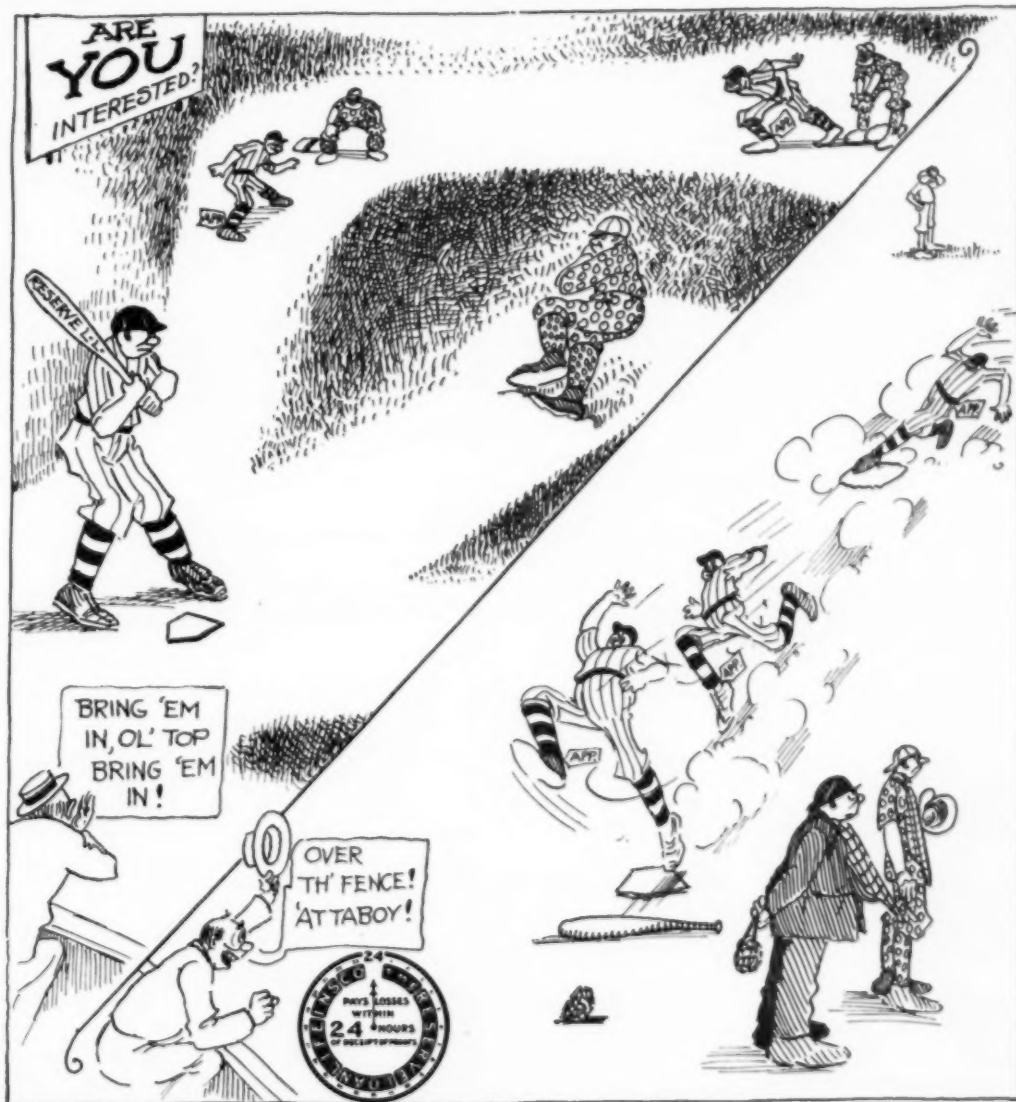


LEADING LIFE INSURANCE WEEKLY

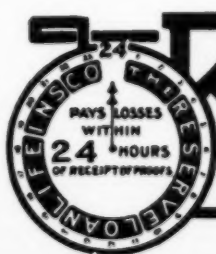
The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, JUNE 10, 1927



YOU CAN CLEAN UP WITH OUR POLICIES



RESERVE LOAN LIFE

INSURANCE COMPANY
INDIANAPOLIS, INDIANA.



"THE APPROACH"

If you are seeking a General Agency connection you will, no doubt, be interested in a contract with a Company which combines the advantages of **SERVICE TO POLICYHOLDERS** and **PROFITS TO FIELD MEN**; one offering **PARTICIPATING** and **NON-PARTICIPATING POLICIES** to the Public and a **FULLY PARTICIPATING CONTRACT** to its Agents. One in which the circle of mutuality is extended to **INCLUDE THE PRODUCER**.

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The Central Life offers a wide range of policies, including Child's Educational, Mortgage Coverage, Low Cost Preferred Risk and Double Protection Policies.

SERVICE TO POLICYHOLDERS

Dividend factors: Mortality 1924-1925, 30%.

Interest earned, 5.8%.

Ratio assets to liabilities, \$1.12.

While a stock company, its profits to stockholders are limited by its charter. (Present non-participating policies provide for dividends after they are paid up—retro-active as to old policies.)

SERVICE TO AGENCY ORGANIZATION

Practical cooperation from the Home Office, through proven methods; a free educational course to agents and comprehensive organization plans for General Agent.

Year's record, 27% increase in paid for business over that of 1925.

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In common with many other conservatively progressive companies, the Central Life offers a salable service to policyholders—a clean record, a wide range of policies and excellent dividend factors. It also offers what is **IRRESISTIBLE**—a contract providing an **OVERWRITING** commission adequate to take care of the **OVERHEAD**—one which will enable the General Agent to attract and hold desirable men and still operate **UPON A PARTICIPATING BASIS**.

General Agency opportunities in Pennsylvania, Nebraska, Kansas, Northern California, Oregon, Montana, Colorado, Utah and Florida.

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W. ROLLA WILSON,
Vice-President & Agency Director

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CENTRAL LIFE INSURANCE COMPANY OF ILLINOIS CHICAGO

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Capable men desiring to build their own General Agencies may obtain exclusive territory of their own choice with this progressive young company. We accept all classes of life risks, age one day to 65 years. Our best uncontracted territory includes:

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South Bend
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Lima
Toledo
Dayton
Marietta
Springfield

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St. Joseph
Kalamazoo
Marquette
Battle Creek

ILLINOIS—

Peoria
Mt. Vernon
Springfield
Murphysboro
Rockford

IOWA—

Waterloo
Mason City
Sioux City
Council Bluffs
Dubuque

MISSOURI—

Joplin
Springfield
Cape Girardeau
Jefferson City
Moberly

For further information communicate with

A. O. Hughes, Vice-President in Charge of Agencies

Farmers National Life Insurance Company OF AMERICA

3401 South Michigan Ave., Chicago, Illinois



Even a Savage thinks First of his Community



Because the Community Welfare is his protection.

The fact holds true in your case as well as his.

Make your connection with a company that has you bank locally—makes its investments in in the territory it serves and by keeping the premium money in the community from which it is derived—protects that community—thereby protecting you.

Write for our cooperative plan.

The Farmers & Bankers Life Insurance Company

H. K. Lindsley
PRESIDENT

J. H. Stewart
VICE PRESIDENT

Frank B. Jacobshagen
SECRETARY

WICHITA, KANSAS



"AN EASY BUSINESS— IF YOU WORK IT HARD

A Hard Business If You Work It Easy"

The above is quoted from the booklet
"Matching Wits with the World".

"Matching Wits with the World" is a masterpiece on life insurance as a vocation. It is published by The Ohio National Life Insurance Company—A copy will be sent to you on request.

The Ohio National Life Insurance Co. is licensed in sixteen states and has attractive open territory.

For Agency Relations

Address

**THE OHIO NATIONAL LIFE
INSURANCE COMPANY**
CINCINNATI, OHIO

T. W. Appleby
President

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Sup't. of Agents

MANAGERS WANTED

Rapid Expansion—Operating in 42 States—Opening excellent territory—Urgent need of a few managers in large cities—Attractive home office contracts and persistent co-operation with agents.

Ask for our proposition—it will interest you. Confidential.

THE BANKERS RESERVE LIFE COMPANY

Home Office
Omaha, Nebraska

R. L. Robison, President
W. G. Preston, Vice-President
R. C. Wagner, Sec'y.-Treas.

30 Years of Pronounced Success

"I wish I'd seen it Before"

Won't Bring Back Your Lost Opportunity!

WHAT THE BEST

LIFE INSURANCE SELLING AID

WILL DO FOR YOU!

What do cash surrender values, reserves, loan values, disability clauses, etc., mean to your prospects? What is the main reason why most life insurance sales are lost?

Isn't it principally because your prospect isn't able to visualize the advantages of life insurance?

To the average prospect life insurance is a difficult thing to grasp. It is something that cannot be seen or demonstrated. It usually appears unattractive.

That is why the Estate-O-Graph has taken like wildfire with life insurance men. For it calls every month on your prospects and clients and pictures in rotogravure the advantages of life insurance. It shows what life insurance does in pictures—not in actuarial or statistical terms. It sets forth the desirable side of life insurance making both the husband and wife understand and want it. For the Estate-O-Graph goes into the home where the wife sees it and is influenced by it.

There is nothing like the Estate-O-Graph—in the quarter century we have been publishing selling aids as well as the National Underwriter we have neither published nor seen anything that compares with the Estate-O-Graph for life insurance men. Be sure you get the particulars on this greatest of Business Builders Now!

PERHAPS your opportunity to secure the exclusive franchise for the Estate-O-Graph in your community has already been lost!

For already orders for over 40,000 Estate-O-Graphs have been received and exclusive franchises granted in many cities and communities!

But there **IS** a chance that your community franchise is still available!

After you have seen the Estate-O-Graph you will want it. Every life insurance man who has seen this 8 page life insurance rotogravure picture magazine is enthusiastic about it.

To delay sending the coupon may mean the loss of your opportunity to secure the Estate-O-Graph. For the man in your community who receives a sample copy of the Estate-O-Graph first is most likely to be the man who will get the exclusive!

BE THE FIRST!

TO DELAY MAY

**COST YOU THE EXCLUSIVE FRANCHISE ON THE ESTATE-O-GRAPH
IN YOUR COMMUNITY**

-----SEND IN THE COUPON NOW-----

THE NATIONAL UNDERWRITER CO.
1362 INSURANCE EXCHANGE,
CHICAGO, ILLINOIS

☐ I live in a town of not more than 50,000 population. I am interested in an exclusive franchise for the Estate-O-Graph in my community. With the understanding that this places me under no obligation to purchase, rush me the cost and further particulars.

☐ I am located in a city of more than 50,000 population. What is your proposition on the Estate-O-Graph in my community? Rush me prices and full information on the Estate-O-Graph. It is understood that this places me under no obligation to purchase.

NAME.....

STREET.....CITY.....

STATE.....

EXCLUSIVE FRANCHISES

Now Being Granted

*For As Low As
\$8.00 A Month.*

If you live in a city of 15,000 or less you can secure the exclusive franchise on the Estate-O-Graph for \$8.00 a month. There is nothing on the market at any price that compares with the Estate-O-Graph as a builder of business.

Think of it—your own house organ in rotogravure with your own name on it—the most expensive way of printing a small house organ — for the ridiculously low price of \$8.00 a month.

The rate for exclusive franchise in your community depends upon its population. Use the coupon today and get your quotation before the exclusive franchise in your city is granted to some one else.

The National Underwriter

LIFE INSURANCE EDITION

Thirty-first Year, No. 23

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, JUNE 10, 1927

\$3.00 Per Year, 15 Cents a Copy

R. B. HULL SELECTED AS GENERAL MANAGER

Committee of National Association
Picks Lawyer to Fill Newly
Created Post

PLAN A GUARANTEE FUND

Will Raise \$50,000 to Insure Financial
Stability of Reorganization and
New Work

NEW YORK, June 7.—Major Roger B. Hull, a lawyer of this city, was chosen as the new general manager of the National Association of Life Underwriters by the selection committee of prominent life insurance men at a recent meeting here attended by Hugh D. Hart, E. A. Woods, Paul Clark, Charles A. Foehl, George L. Hunt, Graham Wells, and Dr. John A. Stevenson of the Equitable Life of New York, according to an announcement made here this week. The official appointment of Major Hull, while still subject to the more or less formal ratification of the board of trustees, will doubtless be made in due course. Already four of the seven trustees have been heard from and have given their approval.

It has also been decided to appoint a committee, of which E. A. Woods has been named as chairman, to raise a fund of \$50,000 to guarantee the financial stability of the association's reorganization plans, including the possibility of moving its headquarters to Hartford in the interests of economy and closer cooperation with Sales Research Bureau.

Graduate of Yale and Harvard

Major Hull is a strong man of fine presence and a charming manner and while he has had no experience in the insurance business this is regarded as no handicap in view of the character of his previous career. Major Hull was born in 1885 at Greenfield, Mass., where he received his early education, later attending Yale university, where he made a name for himself as an athlete and an orator and debater. Following his graduation in 1907, he acted as a traveling secretary for the Y. M. C. A. in New England for a time and then entered the Harvard Law School, graduating in 1911 and immediately thereafter joining the firm of Choate, Hall & Stewart at Boston.

Experience With Government

In 1913 he was appointed assistant attorney-general in Porto Rico, becoming special counsel to the insular public service commission and in the next year went to Washington to serve two years as special assistant to Attorney-Generals Gregory and McReynolds and Solicitor General John W. Davis. At the time of the war he had a law partnership with Robert W. Childs of Chicago, resigning to become a captain in the ordnance reserve corps and subsequently a major in the judge advo-

LINCOLN NATIONAL TO ADOPT AMERICAN MEN

GOES ON NEW RESERVE BASIS

Company Will Get Out Rate Book in
the Near Future With Premiums
Revised

The Lincoln National Life of Fort Wayne can be called the forerunner in the adoption of the American Men table because Vice-president Franklin B. Mead has been the most earnest advocate of this table in the central west. The Lincoln National is now preparing to issue some policies based on the American Men table as soon as it can complete its rate book. It has already submitted these policies to a number of states and has received favorable action. Mr. Mead has taken the position that the American Men table is logical and reflects the mortality experience far more accurately than the American Experience table.

Interest in the Move

Much interest will be taken in the move of the Lincoln National Life and life underwriters will look forward with interest to the new rates which will be fixed on the basis of the American Men table. It is not thought that the Lincoln National will get out its new rate book until September. Vice-President Franklin B. Mead of the company, who is head of the underwriting and actuarial departments, is leaving Sunday for London to attend the International Congress of Actuaries and will be gone most of the summer. However, the mills will be grinding and the new deal will be put into effect early in the fall. This will place the Lincoln National Life definitely on the American Men table basis.

The announcement last week by President O. J. Arnold of the Northwestern National Life that its new non-participating rates will be fixed on the American Men table has created interest in this movement.

cate's department, serving first at Camp Greene and later in France, where he held the ranking court in the A. E. F. After his discharge he joined the law firm here of Chadbourne, Babbitt & Wallace and remained until 1925 when he became general attorney for the New York Railways Corporation, organizing a legal department of ten lawyers and 100 clerks, investigators, adjusters, stenographers, office boys, etc. Not long ago he severed that connection to take up private practice.

Guardian's Policyholders' Month

The Guardian Life of New York has designated June as policyholders' month. The company in making available to policyholders possessing the necessary qualifications the opportunity to secure additional life insurance up to the amount of \$10,000 without the requirement of a medical examination. This offer is open to all policyholders between 15 and 50, who have been medically examined and accepted for standard insurance since June 1, 1925, are at present in good health and provided the company has not expressed its unwillingness to increase its present risk.

WRITES 731 APPLICATIONS IN ONE MONTH CAMPAIGN

SETS NEW WORLD'S RECORD

Joseph E. Skrinar, District Manager of
Peoria Life at Joliet, Ill., Wins
First Place

Joseph E. Skrinar, district manager of the Peoria Life at Joliet, Ill., has established a new world's record for the largest number of applications written in one month. In a special drive, as a tribute to President Emmet C. May of the Peoria Life, Mr. Skrinar wrote 731 applications in May for a total of \$838,000. Mr. Skrinar started his campaign with a double-page advertisement in the local paper announcing to everyone in the district that he was out after a record for Joliet. He announced that he was going to take more applications for insurance policies in May than any other agent had ever before taken in a single month.

Breaks Old Record

Mr. Skrinar carried out his promise with the total of 731 applications, thus taking the record away from another Peoria Life man, H. E. Van de Walker of Ypsilanti, Mich., state manager for the Peoria Life, who personally wrote 717 applications in November, 1925. Mr. Van de Walker's 717 applications represented \$1,370,250 of insurance. Prior to that the record was held for a brief time by Ernest B. Houghton, manager for the Guardian Life at Rochester, N. Y., who wrote 690 applications in October of 1925.

Mr. Skrinar used two principal mediums of publicity in announcing his campaign. He sent out over 5,000 letters to a select list made up of personal friends, old policyholders and substantial citizens of the community. These were followed up by a second series of letters in the middle of the month. Newspaper space was used liberally. A double-page spread served as his first public announcement and single pages and double pages followed at frequent intervals during the month. No space less than a full page was used.

The response from the people of Joliet was immediate and generous. Three extra telephones were installed in Mr. Skrinar's office to take care of the calls that came in inquiring about the campaign and pledging cooperation.

The community spirit of the citizens, who saw in this campaign the means of bringing a new distinction to their city, was of great assistance to Mr. Skrinar. His greatest asset was the host of friends which he has made, and the policyholders he has served. Mr. Skrinar's life insurance experience has been confined to the Peoria Life, which he joined 10 years ago.

Gem City Life's Month

The Gem City Life of Dayton, O., in May had the biggest month in its history. Its business was \$1,340,000.

General Manager and Mrs. I. A. Morrisett are on a motor trip through Michigan. Actuary Allen C. Eastlack and Mrs. Eastlack are on a motor trip through Canada and the east. Mr. Eastlack attended the meeting of the American Institute of Actuaries in Toronto.

AMERICAN INSTITUTE OF ACTUARIES MEETS

All Officers of Organization Are
Reelected for Another
Term

HAD LARGE ATTENDANCE

Papers on Various Subjects Are Pre-
sented and Informal Discussions
of Broad Topics Take Place

The American Institute of Actuaries at its annual meeting held in Toronto, last week, reelected the entire slate of officers as follows: J. G. Parker, Imperial Life, Toronto, president; Robertson G. Hunter, Equitable of Iowa, vice-president; E. G. Fassell, Northwestern Mutual Life, Milwaukee, secretary; B. J. Stookey, Illinois Life, Chicago, treasurer. Gordon W. Thomson of the West Coast Life, San Francisco, and James E. Elston of the Travelers, Hartford, were elected members of the board of governors.

The meeting was well attended, some 175 members of the institute being present. Proceedings opened with a few words of welcome expressed by T. G. McConkey, president of the Life Officers Association of Canada, and general manager of the Canada Life. Mr. McConkey welcomed the delegates to Toronto and Canada on behalf of the Canadian life companies.

Tells of Toronto's Importance

J. G. Parker, president of the institute, followed with his presidential address. Mr. Parker also extended a hearty welcome to those present and then touched briefly on a number of points of particular interest in Toronto. He pointed out that Ontario was the foremost province in Canada as regards life insurance, there being 21 head offices of life companies in the province of which 14 are located in Toronto. He referred to the death since the last meeting of two of the fellows of the institute, L. A. Anderson, a charter member, for several years a member of the board of governors and a former vice-president and C. H. Angell, vice-president and actuary of the Massachusetts Mutual Life. He stated that the institute is to be well represented at the international congress of actuaries to be held in London the last week of June. Mr. Parker dwelt at considerable length on the recent amendments to the insurance act of Canada as being of particular interest to those present.

Introduces Visiting Professor

An interesting feature of the first session was the introduction to the gathering by Prof. J. W. Glover of the University of Michigan of Prof. Sven D. Wicksell of the University of Lund, Sweden. Professor Wicksell is at the present time delivering some special lectures at the University of Michigan.

(CONTINUED ON PAGE 28)

WILL NOW SELL POLICY CONTRACTS HE PREPARED

STRUDELL IN FIELD POSITION

Consulting Actuary Becomes Resident Vice-President and Missouri State Manager of Inter-Southern

Fred D. Strudell of St. Louis, whose appointment as resident vice-president and state manager for Missouri was made recently by the Inter-Southern Life, occupies a unique position in the life insurance field. As a consulting actuary, Mr. Strudell passed on thousands of risks in home offices and personally assisted in the designing of some of the policy contracts which he is now helping to sell. Before acquiring Mr. Strudell for its field organization, the Inter-Southern Life frequently employed him as consultant in its actuarial department so that Mr. Strudell has the novel experience of bringing



FRED D. STRUDELL
Inter-Southern's Missouri Manager

to his field force, new policy contracts that he, himself, developed.

Has Tried Out Theories

As an actuary, Mr. Strudell has never hesitated to go on the street with a rate book and test out the policies which he designed. In his opinion, the best way to serve men in the field is to give them practical aids in selling. His experience has kept him closely in touch with the problems of the field and he knows and appreciates the viewpoint of the agent and the manager. The decision to bring Mr. Strudell into the official family of the Inter-Southern was made, President Arnett said, when it was found how popular were the new policy contracts prepared by him. In his first month's work with the company, Mr. Strudell produced 71 applications for a total of \$150,000 of new business.

Is Native of Missouri

Prior to his connection with the Inter-Southern Life, Mr. Strudell was for seven years an officer of the American Life Reinsurance of Dallas, where he was promoted to vice-president. While in Dallas, Mr. Strudell was a leader in civic and church affairs and after his return to Saint Louis, he was made chairman of the financial committee of one of the leading churches. He is a native of Missouri and is widely known throughout the state.

B. L. Fothergill of the advertising department of the Aetna Life has resigned. He was a recruit from the army and studied advertising under army training until a position in the profession was available. He has also assisted the Aetna Life Clubs with their various publicity.

SOCIAL INSURANCE IS CONSIDERED BY ACTUARIES

HOGHAUS LEADS DISCUSSION

Points Out That Little Has Been Done in United States Toward Public Action

The discussion of social insurance at the meeting of the American Institute of Actuaries in Toronto last week centered around the following questions: (a) To what extent have state insurance schemes been used in the United States and Canada for the various types of social insurance? (b) What future development in this field may be expected from present indications? (c) In what manner and to what extent are voluntary schemes of employers and employees used to provide insurance against death, sickness, old age, etc.

Little Social Insurance Here

R. A. Hoghaus of the Metropolitan Life in opening the discussion stated that there are numerous definitions of the term social insurance and that much of the legislation along these lines is more in the nature of poor law relief rather than social insurance. The nearest approach to it is workmen's compensation insurance and even in this regard comparatively few states have set up state insurance funds. There were many difficulties both legal and constitutional and the inherent opposition to anything in the nature of paternalism prevents the development of state social insurance. He felt that little development along these lines could be looked for and that the results looked for could best be accomplished through private organizations.

Numerous Voluntary Schemes

There are a number of voluntary schemes with the same end in view. Employes mutual benefit associations make provision for indemnity in cases of accident or sickness with a small death benefit. Group insurance in recent years has made the greatest strides and development of any of the existing schemes. Some industrial corporations have in effect self insurance schemes which if rightly conducted could be fairly safe provided the employees are scattered and so not subject to the catastrophe hazard. He considered that some development could be looked for along the lines of self conducted pension and annuity schemes.

Some Unemployment Insurance

Mr. Hoghaus also touched on the question of unemployment insurance and expressed the opinion that little development in this direction could be looked for at the present time. He stated that in the garment industry unemployment insurance is being used with some success and that such an insurance fund is in existence in Chicago where many thousands of workers are employed in this industry. More attention is being paid to the stabilization of employment rather than the indemnification of the unemployed.

Canada Has Several Phases

Mr. Rutherford of the Sun Life stated that there are three phases of social insurance in effect in Canada: workmen's compensation, mothers' pensions in some provinces and the recent legislation regarding old age pensions. In connection with the latter he felt that a point which was particularly deserving of consideration by the institute was the fact that in connection with this legislation the advice of competent actuaries was not sought despite the fact that it involved the spending of a large amount of money. When the legislation was introduced an estimate of the cost had been submitted based on the census of 1921 but this estimate was not made by an actuary.

VARIOUS TYPES OF GROUP INSURANCE ARE DISCUSSED

SHOW THE MANY ADVANTAGES

American Institute of Actuaries at Toronto Meeting Gives Attention to Underwriting Problems

The discussion of group insurance led by E. O. Dunlap of the Metropolitan Life at the annual meeting of the American Institute of Actuaries in Toronto last week was particularly interesting. Considerable emphasis was laid on the insuring under so called group policies of members of trade unions, fraternal organizations, national guards and kindred bodies. The general opinion as expressed at the meeting was that such bodies could not rightly be considered as groups within the meaning of the term group insurance.

Adopt Contributory Basis

Mr. Dunlap in opening the discussion stated that there are several types of group coverage, group life, group accident and health, group death or dismemberment, group endowment and group annuity. As regards group life the most satisfactory plan and the one now used in practically all cases is one year term. Originally the employer paid the entire cost of the group policy but about two years after the introduction of group insurance the contributory plan came into effect and now about 75 per cent of group business is written on this basis.

As regards group accident and health the benefits differ widely ranging from \$10 a week up, very often based on the salary of the employee covered up to a maximum of \$40 per week. The cost is generally borne by the employer although this coverage is also sold on the contributory basis.

Group endowment introduced the element of thrift and savings and the cost is generally borne by the employees, at least the major portion of the cost. This type of group insurance is issued on the pure endowment plan but always in conjunction with a group life coverage.

Believes Legislation Beneficial

As regards legislation Mr. Dunlap felt that the legislation put into effect in New York state has exercised a beneficial and stabilizing influence eliminating the tendency to cut rates in competition. He stated that the majority of states have no laws specifically governing group insurance and that the states that have such laws have in the main followed the New York laws. He also touched on the stabilizing effect of the formation of the Group Association composed of the principal companies writing group insurance.

In connection with the question as to whether group insurance has proved a satisfactory branch of the business, Mr. Dunlap felt that the fact that the premiums are deducted from the pay envelope means that many workers carry group insurance who otherwise would have no insurance at all. A recent investigation revealed the fact that of 1,000 group claims paid only 241 had other insurance. From this point of view this branch of the business could be considered very satisfactory. From the point of view of profit to the companies the question is not easy to answer.

With regard to the conversion of group policies, while the employee is given the right to convert there were very few occasions when the right is exercised.

Sees Group Benefits

A delegate expressed the opinion that if group insurance proved satisfactory to the community it would prove satisfactory to the company. The speaker emphasized the fact that group insurance very rarely takes the place of other insurance. The reverse can in many

LIFE INSURANCE SHOWS BIG AND STEADY GROWTH

FIGURES FOR TEN LEADERS

Their Total Increase in Business in Force Last Year Was \$4,421,882,341—Group Is Big Factor

NEW YORK, June 9.—A concrete illustration of the large and steady growth of life insurance is offered by recent figures showing that the volume of insurance in force in the 10 leading companies at the end of last year represented a total increase of \$4,421,882,341 over that in force at the end of the preceding year. Including both regular and group insurance, the increased volume in force last year as compared with figures for 1925 was as follows for the 10 leading companies:

	Increase in 1926 over 1925
Metropolitan	\$ 927,386,303
Equitable Life of New York	673,116,436
Prudential	580,822,873
New York Life	538,745,048
Travelers	470,346,973
Aetna Life	435,278,852
Mutual Life of New York	259,739,327
Northwestern Mutual	203,085,893
John Hancock Mutual	191,521,260
Mutual Benefit	146,839,276
Total	\$4,421,882,341

Among the first six the New York Life is the only company that does not write group insurance. The other non-group companies among the 10 leaders are the Mutual Life of New York, Northwestern Mutual and Mutual Benefit. The total volume of group insurance contained in the net gains shown for each of the companies writing group coverage averaged something less than \$200,000,000, according to Vice President William J. Graham of the Equitable Life of New York.

cases be considered as true, that where a worker who would otherwise carry no life insurance is insured under a group policy, additional ordinary insurance can often be placed.

Some discussion centered round the question as to the wisdom of younger, smaller companies attempting to write group coverage, several speakers expressing the opinion that it was not wise for the smaller companies to attempt it unless they were prepared to set up an adequate organization to take care of such business.

Must Exercise Care

O. A. Ehrenclou of the Northern Life of Seattle, Wash., stated that provided great care is exercised group insurance can profitably be written by a young company. The placing of a group policy has a great advertising value and can invariably be made a source of additional business, and these by-products made the writing of group business more profitable than might actually appear. Mr. Ehrenclou also touched on legislation recently enacted by the state of Washington governing group insurance. Under this act the minimum number required to constitute a group is 25 instead of 50 as is the case in the east. He also emphasized that under this legislation the covering of unions and associations under group policies is not permissible.

New Omaha Company Starts Business

The Union Pacific Assurance has just opened offices in the Saunders-Kennedy building, Omaha, with \$500,000 of insurance on the books. It will operate on a legal reserve basis. The company has capital of \$100,000 invested in Nebraska municipal securities and a surplus of \$50,000. H. A. Wolf and H. H. Auerbach of the H. A. Wolf company are president and treasurer respectively, with Henry Monsky, attorney, as vice-president, and John A. Farber, organizer and general manager.

SUPREME COURT TO REVIEW TAX ISSUE

National Life of Vermont Claims Money Was Wrongfully Collected From It

TECHNICAL POINT RAISED

Levy Was Made on Income from Tax-Exempt Bonds—Company Says Interest Should Be Exempt

WASHINGTON, D. C., June 9.—The constitutionality of those provisions of the revenue act of 1921 which it is claimed impose a tax on the interest from tax-exempt bonds held by life insurance companies will be determined by the United States Supreme Court, which on June 6 granted a review of the decision of the United States Court of Claims in the case brought by the National Life of Vermont for recovery of \$92,495.29, alleged to have been wrongfully collected as part of its income tax for the year 1921.

The controversy, the court was told in the company's petition for review, concerns the power of Congress by a transparent subterfuge to impose a tax on income derived by insurance companies from tax-exempt bonds. This, it is claimed, was done by including such interest in the gross income, apparently deducting it, and then subtracting from a separate deduction allowed all insurance companies for reserve funds the amount of the deduction previously allowed on account of tax-exempt interest, "thus in effect restoring such interest to the income taxed." In this case the interest amounted to \$1,125,788.26, which amount was deducted from the \$2,695,279.12 allowed as 4 percent of reserve funds. The claim of the company is that the exempt interest as well as the full amount of deductible reserve should be allowed.

Power to Collect Questioned

It is claimed that the federal government is without power to impose an income tax on the interest paid on state and municipal bonds or to impose a normal income tax on the interest from bonds of the United States. Yet the revenue act of 1921 imposes a tax on the interest from tax-exempt bonds held by life companies.

"What Congress did in the present statute," it is declared in the company brief, "was in effect to authorize all life insurance companies to subtract a certain percentage of their reserves from income returned for taxation and to pay only on the remainder. But, in case the company had a nontaxable investment, Congress reduced the deduction by the amount of the nontaxable income. Thus insurance companies not having tax-exempt investment deducted from their gross income the full statutory deduction. But companies like the petitioner, receiving nontaxable income, were not given the full deduction and were thus taxed on a greater amount of income. Can anything be clearer than that a burden is directly imposed on the ownership of tax-exempt securities?"

Favorable Precedent Exists

Similar cases before the courts have been decided adversely to the tax-imposing authorities, it is declared, the case of *Miller vs. Milwaukee*, decided January 3, 1927, being cited. In that case it was contended that the state law, reducing corporation dividend exemptions by the pro rata amount such dividends represented corporate income from tax-exempt bonds, penalized holders of

RESEARCH BUREAU ANNOUNCES PROGRAM

MEETS AT TORONTO JUNE 13-15

"Conservation of Business" Will Be Theme of Fifth Spring Conference—Discussion Will Be General

The Life Insurance Sales Research Bureau has announced the program for its fifth spring conference to be held at the King Edward Hotel, Toronto, June 13-15. The theme will be "Conservation of Business." The committee on arrangements consists of A. N. Mitchell, Canada Life; J. Tower Boyd, Confederation Life; J. K. Pickett, Dominion Life; E. A. Brock, Great West Life; G. H. Hunt, Imperial Life; J. G. Stephenson, London Life; Alexander MacKenzie, Manufacturers Life; J. W. W. Stewart, Monarch Life; G. J. A. Reany, Mutual Life; R. M. Huestis, National Life; E. J. Harvey, North American Life; L. M. Bidwell, Ontario Equitable Life; H. M. Meiklejohn, Sovereign Life; J. W. Simpson, Sun Life; William Smith, Western Empire.

The program is as follows:

Tuesday, June 14

Chairman, M. Albert Linton, vice-president Provident Mutual.

9:30 A. M.—Registration. Home Office Supervisors or Agency Assistants. Working out of the home office—covering a certain district; covering the entire company's territory; covering the entire company's territory but specializing on a particular phase of agency work. Resident supervisors (state managers over agencies, district managers over agencies).

Discussion covering: Type of men—where found—previous training—experience in home office and field—authority—basis of compensation—duties in the home office and in the field.

12:45 P. M.—Adjournment.

2:00 P. M.—Home Office Advertising. Advertising by mail—service letters, stuffers, pamphlets, etc., used only after business is sold—cost—results. Radio advertising—type of program. Local advertising: (a) newspaper; (b) billboard and building. National advertising.

Discussion covering: Medium used—frequency—cost—results.

4:15 P. M.—Adjournment.

Wednesday, June 15

Chairman, M. Albert Linton, vice-president, Provident Mutual.

9:30 A. M.—Retaining Agents—Selection—what is the picture of the man you want—facts regarding age, occupation—most important facts bearing on permanency. Selling the job—description of use of prospectus book—ways of selling service idea and future remuneration of life insurance business. Training—emphasis on relationship to the conservation of business—first steps after a man has been contracted with—ways of starting a new man in the field. Supervision, stimulation and cooperation. Sales helps—circularizing—service department—budget books and other literature.

12:30 P. M.—Adjournment.

2:00 P. M.—Relations With Old Policyholders—Home office methods: Through agency—training and stimulation through training courses, agents' house organs, field contacts by supervisors, policyholders campaigns. Cooperation—change of address and change in status of policyholder. Supplying material—service surveys, literature, etc. Direct With Policyholder—Direct mail. Policyholder house organ. Nonmedical inducements. Free health service. Policyholder meetings.

United States bonds, and the statute was held unconstitutional.

The provision complained of, in section 245a2 of the revenue act of 1921, it is contended was not carried in preceding acts which had recognized and allowed the deduction of interest from tax-exempt bonds. The declaration of its unconstitutionality, it is claimed, would not affect the remaining provisions of the section, but would leave it

(CONTINUED ON PAGE 10)

PRUDENTIAL SEEKS TO VOID SNYDER POLICIES

MURDER CASE INVOLVES \$95,000

Company Granted Order to Return Premiums to Condemned Woman—Her Attorney Files Protest

NEW YORK, June 7.—An order permitting the Prudential to cancel a \$5,000 ordinary life and a \$45,000 term policy by returning to Mrs. Ruth Snyder all premiums paid since November, 1925, when both policies were taken out on the life of her husband with herself named as beneficiary, was granted by the supreme court here this week. The company charges both policies were obtained by fraud.

The order was granted by Judge Townsend Scudder, who presided at the recent trial here of Mrs. Snyder and Judd Gray for the murder of her husband several months ago at the Snyder home in Queens Village. Both were convicted and are now under sentence to die in July.

Insurance totaling \$95,000 is involved in the company's action, inasmuch as the \$45,000 term policy carried a double indemnity feature in case of death by accident or violence. In its charge of fraud the Prudential contends that the insurance constituted one motive for the crime and was a part of the plot to murder Snyder.

At the trial it was brought out that in the absence of her husband Mrs. Snyder first talked about additional insurance with a former agent of the Prudential whom she had met through his coming to collect on a \$1,000 industrial policy carried by Snyder. She later arranged an interview between her husband and the agent. Mr. Snyder was interested only in a \$1,000 endowment policy, but he signed two applications, the second entirely blank, presumably without knowing what it was. Mrs. Snyder later called the agent and asked him to use the signed application blank to make out a \$50,000 policy on the modified life plan, adding that she herself would pay the premiums, as that would be an excellent way to save the small income she received from her father's estate.

Insurance Issued

In due course the insurance was issued, but with one change made in it. The \$50,000 was divided up into a \$5,000 straight life and a \$45,000 policy on the modified life plan. These are the two policies on which the company is protesting payment, notwithstanding the one year incontestability clause.

Edgar F. Hazelton, counsel for the condemned woman, stated today that Mrs. Snyder will refuse to accept the returned premiums and will fight to prevent cancellation. If she should win her fight the insurance will revert to Lorraine Snyder, her nine-year-old daughter, for whom a guardian will soon be appointed by the court.

The case is important and in regard to it President Edward D. Duffield issued the following statement early this week:

"By appropriate legal action the Prudential is seeking to cancel two policies on the life of Albert E. Snyder, fraudulently secured by his wife, the beneficiary named therein, who has been convicted of murdering the insured. The company is moved to take this action not only for the protection of the funds of its other policyholders against claims of this nature but also in the interests of the public at large. It appeared from testimony given at the recent trial of Mrs. Snyder that these policies were issued by a fraud practiced upon both the Prudential and the insured and that the murder was partly induced by her desire to collect and enjoy the proceeds of the policy. The Prudential cannot permit a scheme of this character to succeed unchallenged."

ESTATE SETTLEMENT AIDED BY INSURANCE

Promotes Liquidation in Scientific and Economical Manner if Properly Written

NON-CONTROVERSIAL WILL

Policy Contract Carries Out Wishes of Holder With Minimum of Disputes and Lawsuits

Developing the idea that "life insurance is really estate insurance," Dr. S. S. Huebner in a recent address before an educational meeting of the Ives & Myrick agency of the Mutual Life of New York in New York City, declared that life insurance, in addition to creating potential or actual estates by means of a semi-compulsory and convenient thrift system, has a third great function in effecting estate settlements in the most convenient and scientific manner. "From the standpoint of estate settlements," he said, "life insurance fulfills three distinct purposes: It serves as a will, being one of the greatest types of will imaginable; it can supplement a property will; it helps to liquidate estates in a really scientific and economical manner."

Life Insurance as Will

"Every man has a desire to leave his possessions to certain people in whom he has a vital interest, to the members of his family in the great majority of cases. But most men have only a few property possessions, only a small 'personal estate.' Most of their economic worth lies in the value of their life, their earning capacity, which is just as real and actual an asset as their property. Probably 98 percent of all family heads have no large estate outside of the value of their lives. It is essential then that every one of them have at least a life will. In my own case, my heirs will receive from seven to eight times as much from my 'life' estate as from my property estate. Life insurance is the finest will that exists. The insured is the testator under that will. It is a perfect instrument by which a man can bequeath the value of his life to those he wants to favor. If he doesn't value himself high enough, it is his own fault that he doesn't leave the estate he should."

Disability Protection Indispensable

"Before assuming heavy obligations to create a 'life' estate, many men might hesitate for fear that they might not be given the health and strength to meet those obligations. It is necessary, therefore, that waiver of premium be arranged in event of the third type of death, that living death which destroys a man's earning power. Along with protection against premature death and retirement death, the whole creative side of life insurance is spoiled if there is no protection against total and permanent disability. Disability coverage is an additional guaranty by the company that provision will be made for the man himself and his beneficiaries, no matter what happens to him."

Many Advantages of Insurance Will

"The life will is drawn up according to a standard. The best legal talent has worked it out. The only thing that remains to be drawn is the beneficiary clause. The document is simple, leaving no room for legal dispute. We all know to what extent property wills are being smashed every day. Under a life insurance will there is very little of that. Insurance means insurance, and in

'insurance' the only thing that means anything is the word 'sure'.

No Fees or Taxes

"A life will be very economical as regards cost. There is a complete avoidance of executor's fees, attorney's fees, etc. The life insurance will also have an advantage in the field of taxation, although I personally never like the idea of using life insurance to find ways of escaping taxation. Such a condition is not going to last long, for as soon as it becomes generally known, legislatures are going to step in and close the door. The federal government gives a life insurance exemption of \$40,000 if the beneficiary is a named beneficiary and not the estate. If there is no other property, the whole life insurance exemption may amount to \$90,000.

Protects Beneficiaries Against Creditors

"In a life will the beneficiary can be named in such a way as to protect the estate against the claims of creditors. Pennsylvania and a few other states, including New York since a recent date, have statutes to the effect that life insurance taken out for wife, children or dependents is free from the claims of creditors, notwithstanding the fact that the right to change the beneficiary has been reserved by the insured. That clause should cover a liberal amount of life insurance. Creditors haven't any business to lend money on the basis of a man's life value unless there is a special agreement to that effect. In the absence of an agreement it behooves every man to see that the very financial foundation of his home is not affected by the vicissitudes of fortune.

Life Income Plan

"Another great advantage of the life will is the possibility of making a trust agreement with the insurance company, which undertakes to liquidate gradually and without any possible injury to the beneficiary the principal sum left under that will. This is the life income or annuity plan. At the time of their deaths there are very few people who do not find their affairs somewhat in a mess. They want to leave something to certain people but there isn't enough to go around. These bequests to old servants, etc., giving them an income for life, can be made certain through life insurance.

Means of Liquidating Estates

"Life insurance is intended, for one thing, to keep your estate intact against such losses as may occur through demands made upon your estate. As an illustration, life insurance is designed to help you pay inheritance taxes and thus prevent depreciation of the estate. You understand, of course, that the life insurance taken out to pay inheritance taxes will itself be taxed, so you take out extra insurance to pay that extra tax. And as that extra insurance is likewise going to be taxed, you take out more insurance to pay the tax on it. You start to wonder when you are going to stop. It is perfectly simple. Actuaries can compute the exact amount of insurance needed to pay the original tax and all the extra taxes, and at your death your heirs get not only the face value of all policies but every dollar of premium you have paid.

Provides Cash in Emergencies

"The best argument for life insurance in maintaining estates lies in the fact that every man has certain taxes, debts and obligations which must be met after his death. If taxes are paid promptly, a liberal discount is usually allowed. If there is a delay, the interest rate runs from 10 to 12 percent. If there is a life insurance estate, the cash is at hand immediately and the taxes paid to get the discount. But if there is only a property estate, part of it may have to be sold at a great sacrifice to provide cash to meet obligations. One reason I carry a considerable lump sum of insurance is because I don't know what the exact value of my property estate will be at any particular time, due to constant fluctuations in the value of my investments, and I don't know exactly what obliga-

MISSOURI STATE LIFE HOLDS BIG CONVENTION

ENTERTAINS \$100,000 CLUB

Qualifying Agents Hear Valuable Discussions of Various Field Problems At Two Day Conference

ST. LOUIS, June 8.—The annual convention of the \$100,000 Club of the Missouri State Life was held in St. Louis June 6-7, the attendance being of record proportions. M. E. Singleton, president of the company, delivered a brief address of welcome, and also announced the 1927 club officers. After addresses by W. Frank Carter and John J. Moriarty, the gathering got down to shop talks. "How to Create Prospects" was the first big problem on the program and each speaker on the subject was limited to 10 minutes. Among those who spoke were: Charles T. Hampton, W. R. Robinson agency; Whitfield Ford, Lorick & Vaiden agency, and Martin Zitzman, assistant manager Chicago branch office. "Old Age Endowments" was the next matter brought before the convention. Rich Strong, manager of the Little Rock, Ark., branch office, and J. E. White of the Marion Rich agency were assigned this important subject.

Consider Group Insurance

Following a brief intermission Henry Reichgott, vice-president, delivered an address on "Group Insurance." Under the direction of Mr. Reichgott the group department of the Missouri State Life has made wonderful strides in recent years and he pointed out ways and means of increasing the volume and quality of the group business. "Life Selection" was the subject of a talk by Frank N. Everett, assistant secretary. "Accident Insurance" was discussed by Read H. Brown, assistant secretary and manager of the accident department. Judge Allen May of the legal department spoke on "The Spirit of Life Insurance." After luncheon Monday the club members and others attending the convention went to see the St. Louis Cardinals in action against the Brooklyn Dodgers, and in the evening they witnessed the opening performance of the St. Louis Municipal Opera.

Discuss Medical Problems

The program for Tuesday opened with an address on "The Underwriting and Selection of Applicants for Total Disability and Double Indemnity," by Dr. A. R. Stone, associate medical director. "Insurance for Children" was discussed by Edwin H. Fulton, a general agent for the company. "How to Close and Get the Settlement" was the first shop talk of the day, those leading in the remarks being Otho R. McAtee, general agent, and Henry Ely of the John G. Eaton agency. "Business Insurance for Partnerships and Corporations" was the subject of a talk by

tions will have to be met at my death. My life insurance is a guarantee that whenever the call comes, no matter how suddenly or unexpectedly, ample ready cash will be furnished by the company, regardless of where its own invested securities may be, so that my entire property estate may be left untouched.

Facilitates Distribution of Estate

"Life insurance provides an excellent device for the man who does not wish to divide up his property estate among many heirs. For example, he may desire to leave his business in the exclusive control of one heir, who is most capable and interested in it, rather than leave it to be run by all the members of his family. His business and property estate, therefore, is willed to one heir, while all the other members of the family are provided for through life insurance of equal or varying amounts."

Crawford A. Easterlin, manager of the Nashville, Tenn., branch. The balance of the day's program was as follows: "Our Thoughts," J. P. Licklider, director of publicity and sales research; "Methods of Making and Closing Accident Sales," Harry Whedon, Columbus, O., branch office; "Salesmanship," Robert C. Newman, executive special, St. Louis; "Income and Installment Settlements," Pearce Young, agency instructor; "Review," by C. O. Shepherd, actuary; "Psychology of Salesmanship as Applied to Our Business," James L. Rainey, field supervisor accident department; "Conservation of Business," James Scott, comptroller; "Our Progress," Hillsman Taylor, vice-president.

Kansas City Man Head

The officers of the \$100,000 Club are: Joseph Weinsaft, Kansas City, president; T. F. Treadway, Lorick & Vaiden agency, first vice-president; J. Edward Norton, Southern Missouri agency, second vice-president.

Hillsman Taylor, vice-president of the company, in reviewing its progress during the past club year, announced that the insurance in force had jumped from \$591,000,000 to more than \$700,000,000, while in the group insurance department there is today in force \$154,000,000 compared with \$80,000,000 a year ago.

At the convention Vice-President Taylor announced that the company will shortly bring out an income policy that he said should prove very attractive to the agency organization and their clients. The members brought \$3,000,000 in business to the meeting.

Finishes Suggestion Contest

The Life Insurance Sales Research Bureau of Hartford has just completed an eight-week suggestion contest, the winner of which, Miss Grace P. Hutchison, goes to the spring conference of the bureau in Toronto, June 13-15, with all expenses paid. The contest was based on written suggestions for improving the general efficiency of the bureau, either in its internal or external organization. John Marshall Holcombe, Jr., manager of the bureau; Elizabeth C. Stevens, office manager, and Henry E. Niles, assistant manager and statistician, acted as judges. A general meeting has been held at the bureau offices at the close of each two-week period at which the suggestions that had been submitted during the preceding two weeks were read and classified as excellent, usable, or inapplicable. The person having the best suggestion for each period was given \$3; that person having the second best suggestion received \$2 and there were two or three third prizes of \$1 each. These 19 eligible persons made 171 suggestions, 122 or 71 per cent of which were considered usable.

Actuaries Uphold Bankers Life

A number of prominent actuaries have appeared in court at Des Moines the past week in the suit of assessment policyholders of the Bankers Life of Iowa, among them Gen. S. H. Wolfe of New York who testified for the Bankers Life, stating the recent increase in rates of assessment certificate holders was entirely equitable and necessary. He aided the company in 1911 when it changed to a level premium basis. Henry Moir, president of the United States Life of New York, also took the stand for the company, saying he believes the division and distribution of the company's funds has been equitable and fair. John Eddy, local expert, testifying for the policyholders, said he believed the assessment members had paid \$3,395,000 more to the company than was chargeable to them from 1911 to 1926.

Farm and City Loans in 1927

The total farm and city loans accepted by the John Hancock Mutual Life in May aggregated \$3,554,249, making a total of \$21,005,343 since Jan. 1. Of this latter total, \$12,275,815 covered 1967 farms. The city loans totaled \$8,729,528 on 604 dwelling houses and 94 apartment buildings, housing 1,755 families.

SHOWS THAT AMERICANS HAVE NOT LEARNED THRIFT

DO NOT PROVIDE FOR FUTURE

Winslow Russell Says That Despite Enormous Savings, People Are Lacking in Old Age Protection

At the sales congress of the Maine Life Underwriters Association in Portland, Me., last week, Winslow Russell, vice-president of the Phoenix Mutual Life, touched upon the enormous amounts of life insurance and bank savings accounts carried by American people, and then proceeded to show the inadequacy of these provisions. "There still is plenty of evidence at hand to show that the average American has not yet mastered the principles of thrift and saving, despite all his progress," he said in part. "He can save for specific immediate purposes, it is true, but he has not yet learned to accumulate a permanent fund that will outlast his own productive years, let alone outlive him."

Not Worth Probating

Government figures were cited to show that the average estate passed on by a decedent is not worth the trouble and expense of probating. By far the largest number fail to exceed \$500 in value. The Phoenix Mutual executive further pointed out that the life insurance companies of the country pay almost \$1,000,000 a day in lump sum payments to beneficiaries, most of whom were untrained in the safe handling of money. Only about 10 percent of all claims paid by insurance companies last year was conserved through contract settlement trusts between the insured and his life insurance company. It is quite likely that a considerable part of the remaining \$300,000,000 paid in lump sums has already been wasted or misinvested.

"One of the most hopeful signs on the horizon of the average family's finances is the interest shown in the last couple of years by banks and trust companies in the so-called 'life insurance trust,'" Mr. Russell declared. "This new form of trust enables the average business man to provide for his estate the identical talent for skillful management that the very rich have for years been enjoying. It sets up a barrier against the worries and possible losses due to inexperience and the harassments of friends, well-meaning and otherwise, who always seem ready to help out a widow with money.

Shows Inadequacy of Insurance

"Quite possibly, too, the very act of setting up such a trust will open the eyes of many a man to the inadequacy of the provision that has been made for his family's future. America today is rich in insurance funds but it is still a fact that about \$600 represents the amount of life insurance for each person of our 120,000,000 while the fire insurance on our goods and chattels represents about \$1,000 for each inhabitant. These are figures to think about, facts to consider. It cannot be true that a fire which destroys the home is more costly to the family than the catastrophe which removes the bread-winner. And every man knows that it is impossible for a family to live on the income from such pitiful sums of insurance. When the principal is lived up, as it quickly will be, what then?"

Theodore F. Merseles Resigns

Theodore F. Merseles, president of Montgomery Ward & Co., Chicago, and a trustee of the Mutual Life of New York, has resigned his position with the mail order house and on June 30 becomes president of the Johns-Manville Corporation, manufacturers of roofing material. He will retain an advisory connection with Montgomery Ward & Co.



The Greatest Service A Life Insurance Company Can Render

DURING recent years the many new uses found for Life Insurance have so broadened the insurance field that Life Underwriting now plays a major role in all modern-day business activity. That the public appreciates these many new uses for Life Insurance is evidenced by the gigantic amount of new business written during the past decade.

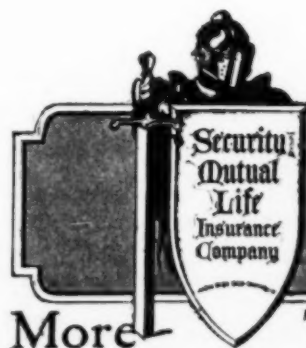
Yet, in the venturing of Life Insurance into new fields, it should never be forgotten that one service remains supreme in the public's mind. That service is the prompt and certain payment of all policy benefits.

It is this service which is the very cornerstone of the structure of public confidence in the Security Mutual Life Insurance Company.

Upon the termination of a policy, Security Mutual pays—and pays promptly. We appreciate that the time of decease is often the time of greatest need—and the time when all untoward complications are but an intrusion on sorrow.

Security Mutual is proud of its record of prompt payments. It is one of the things which has helped to build the heartiest public confidence in this company.

Security Mutual Life can make an unusually attractive offer to the man who is considering Life Insurance as a vocation. Choice territories are still available to life underwriters of proven ability. We will gladly discuss these matters with you in person—or you can write for a copy of our new book, "A Frank Talk On Your Future".



SECURITY MUTUAL LIFE

Insurance Company

Binghamton, New York

More THAN ONE HUNDRED MILLION'S IN FORCE

INTERESTING DECISION ON DOUBLE INDEMNITY

Death From Anesthetic Held
Accidental Within Meaning
of Policy

PRECEDENT IS FOLLOWED

Central Life of Illinois Revises Wording
of Clause in Accordance with
Court's Suggestion

In the case of Warner C. Vollrath, administrator of the estate of Homer Vollrath, vs. Central Life of Illinois, decided at the April term of the appellate court for the third district of Illinois, the court gave an interesting ruling on the double indemnity clause. The clause provided that the company would pay double the face of the policy "If the death of the insured results directly, independently and exclusively of all other causes from bodily injury effected solely through external, violent and accidental causes."

Was No Mishap

The assured went to a hospital for an operation to remove his tonsils. He was examined by a reputable physician who believed him in condition for the anesthetic and operation. The anesthetic was administered in the usual manner and the ensuing death of the insured was unexpected by the physicians. There was nothing out of the ordinary to admonish them of the event of any danger attending the use of the anesthetic. There was no mishap or unexpected event of any kind, the death of the deceased being solely the result of his own physical condition.

Ether Cause of Death

In holding that the estate was entitled to the double indemnity benefit, the court said: "There was here one predominant cause of death. No other is suggested that will directly account for it. This fact is and must be always determined as the result. Whatever account may be given, it is clear and indisputable that ether employed was that predominant agent or cause. Its almost universally beneficial effect was deflected by physical conditions then unknown, producing the fatal effect, undesigned and unexpected by all. Death was, therefore, caused within the terms of the policy."

Followed Berry Precedent

In this decision the court did not follow the doctrine laid down in the case of Caldwell vs. Travelers, 39 A.L.R. page 56, in which it was held that "If the means which cause the injury are voluntarily employed in the usual and expected way, the resulting injury is not produced by accidental means within the meaning of an accident insurance policy, even though it was entirely unusual, unexpected and unforeseen." The appellate court of Illinois followed the views expressed in the case of United States Mutual Accident Association vs. Berry, 131 U. S. page 100, in which it was held that "If in the act which preceded the injury, something unforeseen, unexpected or unusual occurred which produced the injury, then the injury resulted from accidental means."

Could Change Clause

In giving the decision in the Vollrath case, the Illinois court said that the company not only wrote the language but it knew the trend of decisions of the state on the probable point of controversy that might grow out of it and that "It might be unwilling to yield to

AS SEEN FROM NEW YORK

BY G. F. WILLISON

METROPOLITAN'S CONFERENCE

Pursuing its ever-widening circle of interests growing out of its splendid welfare work, the Metropolitan Life called a regional conference here last week to promote greater cooperation among editors of employe magazines. More than 85 persons representing 45 employe magazines attended the conference, which was opened with a welcome from Vice-President James E. Kavanagh. As a result of the discussions it was decided that a committee to further the purpose of the conference is to be appointed immediately by James L. Madden, the former head of the insurance division of the United States Chamber of Commerce, who was recently named a third vice-president of the company in charge of its policyholders' service bureau.

BLIND UNDERWRITERS

The New York Association for the Blind has just completed a survey of the number of blind men and women engaged here in industry and commerce. The report shows that more than 35 blind men are selling life insurance for one firm here and that within the past five months four more have been placed with another agency here. Their yearly earnings range from \$2,500 to \$10,000, according to the survey of the association, which also reports that it has just finished a printing of rate books in Braille (raised) type for blind life underwriters.

INTERESTING STORY OF A RECRUIT

"One of the most interesting cases I know of," said Harry Gardiner of the John Hancock Mutual recently, "is that of a young man under 30 who is now with our agency. Formerly he was in the bond business on Wall street, earning \$60 a week. He had a \$2,000 policy with our company. One day he telephoned to ask that an agent be sent down, as he wanted additional insurance. The agent came back with a \$2,000 policy. A little later he telephoned again

for the agent, who came back with a \$10,000 application. We began wondering about this man, whether he was physically fit or not. An investigation proved he was perfectly healthy and all. After the doctor had examined and accepted him for the \$10,000, I sent for him and told him that anyone who believed so much in life insurance should be a great success in the business.

"He is with us today. Last year he paid for 122 cases. In the first three months of this year he had 44 cases, small ones, to be sure. Most of them are for \$2,000 or \$3,000, occasionally one for \$5,000 or \$10,000. He does a lot of business on young men just out of college. As I have pointed out to him, some of these small policies will develop during the next 10 years into \$50,000 or \$100,000 cases. He is doing business as it should be done, giving his policyholders good service. As a consequence, he has had to do absolutely no cold canvassing. When he has sold and satisfied a particular policyholder he then asks him for the names of his friends and always gets them. That is the proper way to work the endless chain system."

WORTHLESS INVESTMENT DANGER

The wisdom of putting money into life insurance, which absolutely guarantees at least a dollar-for-dollar return, in contrast to the folly of sinking it beyond recovery in speculative investments was strikingly illustrated here recently when appraisal was made of the estate of Clarence R. Hatton, for many years clerk in the bureau of engineering. It contained the longest list of worthless mining securities ever filed here, there being more than 250,000 shares of 200 different companies which were not worth the paper they were printed on, having absolutely no value whatever. In addition to this mass of utterly worthless stock, the estate included a few others worth \$5,381, but against them had to be charged \$2,723 in unpaid brokers' fees. The estate was finally valued at \$12,665 gross and \$8,668 net, of which \$6,764 was in cash.

the doctrine of the decisions, but it could provide a contract with terms that avoid or avert it." In accordance with this suggestion the company has revised its double indemnity rider to read as follows:

New Wording Adopted

"This double indemnity benefit shall not be payable if the insured's death resulted from self-destruction, whether sane or insane; from the taking of poison or inhaling of gas, whether voluntary or otherwise; from committing an assault or felony; from war or any act incident thereto or police duty; from engaging in riot or insurrection; from participating as a passenger or otherwise in aviation or aeronautics; or directly or indirectly from infirmity of mind or body, from illness or disease, from any bacterial infection other than bacterial infection occurring in consequence of accidental and external bodily injury; or from medical treatment or surgical operation. The company shall have the right and opportunity to examine the body and to make an autopsy unless prohibited by law."

Reliance Has Policyholders' Campaign

A policyholders campaign was launched last week by the Reliance Life of Pittsburgh. Two special prizes are offered by Vice-President Scott to each department as follows: The first for the largest volume of insurance written on policyholders between June 1 and July 30, and paid for at the branch office not later than Aug. 31; the second for the largest number of applications written on policyholders between June 1, July

30, inclusive, and paid for at the branch office not later than Aug. 31.

The 1927 gold rush contest of the Reliance Life is on and will continue until the \$400,000,000 is reached. The prize money will be distributed as follows: \$1,000 to each department of the eastern and western division that makes the largest net gain in life insurance to be divided in proportion to each representative's production; \$500 to each department of the eastern and western division that makes the second largest net gain in life insurance in force; \$250 to each department of the eastern and western division that makes the third largest net gain in life insurance as outlined above; \$250 to each department of the eastern and western division that pays for the largest percentage of new accident and health premiums in proportion to its net gain in life insurance in force during the period of the contest.

Honor William Koch

The agents of the Royal Union Life of Des Moines are honoring Field Manager William Koch. June is "Koch Month," and there is a lot of interest throughout the field for him. The agency department has gotten out some stimulating literature assuring Mr. Koch a large production of business during the month. Wednesday was Mr. Koch's natal day and the officers and department heads gave a dinner in his honor that evening.

The Aetna Mutual Life recently entered Vermont, making a total of 38 states in which the association is now licensed.

ST. LOUIS AGENTS HOLD BIG SALES CONGRESS

Prominent Speakers Dwell Upon
Opportunities in Life Insurance Business

PUBLIC AWARE OF VALUE

Hillsman Taylor Sees Great Future in
Deferred Annuities to Provide Income in Old Age

ST. LOUIS, June 8.—The Life Underwriters Association of St. Louis held a very successful one-day sales congress last week, Hillsman Taylor, vice-president of the Missouri State Life, Lester O. Schriver, assistant superintendent of agencies for the Aetna



HILLSMAN TAYLOR
Vice-President Missouri State Life

Life, and Dr. Solomon S. Huebner, director of the life insurance course of the Wharton School of Finance & Commerce, University of Pennsylvania, being the speakers. Henry E. Walker, agency director for the New York Life, president of the St. Louis association, was the chairman for the congress. The special committee that arranged the affair was composed of Mrs. A. B. Price, Central States Life; F. M. See, Union Central Life; Wellborn Estes, Aetna Life; Hamilton Cooke, New York Life, and S. L. Morton, Connecticut Mutual Life. Hillsman Taylor, the first speaker, discussed "The Future of Life Insurance." Mr. Schriver's subject was "Increasing Your Production" while Dr. Huebner spoke on "What Life Insurance Does for the Payer of the Premium."

Cooperate With National Body

Chester O. Fischer, general agent in St. Louis for the Massachusetts Mutual, and a vice-president of the National Association of Life Underwriters, in a brief speech urged the local underwriters to aid the national body by affiliating themselves with the local association. He pointed out that the National association in order to increase the service to its membership will shortly employ a full time manager to assist the officers.

Government Insurance Beneficial

Mr. Taylor said in part: "Perhaps nothing in the history of our business has given it so great an impetus as the war risk insurance issued by the government. The supreme confidence of the people in our government carried to

California

The Springfield Life Insurance Company announces that arrangements have been completed to enter the Pacific Coast field, and that

R. H. JENKINS
Suite 331 A. G. Bartlett Bldg.
Los Angeles

has been appointed as General Agent for the State of California.

Real Old-Time, Life—Time Agency Contracts, with Liberal First Year Commissions, and Non-Forfeitable Renewals, are available to live, wide-awake men of proved ability.

All Standard Policies are written, with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.

*Serve and Succeed With
the Springfield*

**SPRINGFIELD LIFE
INSURANCE COMPANY**

SPRINGFIELD, ILLINOIS

For information regarding territory and commissions, call on or write to R. H. JENKINS, General Agent for the State of California, Suite 331 A. G. Bartlett Bldg., Los Angeles.

PAUL REVERE

wouldn't ride a horse today if setting out upon a mission demanding speed and certainty. Yet a great many present day life insurance salesmen are employing old and out-of-date vehicles of production.

The American Central helps its salesmen with modern sales aids—up-to-date vehicles of production—

1. A Prospect Survey that absolutely eliminates "suspects"—the lost motion of selling.
2. An aggressive, highly-successful Direct Mail Service that literally **MAKES** the sale.
3. A Personal Proposal for each client—lending individuality and riveting attention to the presentation.
4. 24-Hour issuance of policies—the outcome of efficient handling of new business in the Home Office.
5. A first premium note-financing plan for those who demonstrate their eligibility to credit.
6. Experienced Home Office cooperation in keeping business in force, making the policyholder a friend and a prospect for more insurance.

— O O —

RENEWALS are not terminated by disability, death, or retirement from the life insurance business, and may be easily earned under American Central appointments—every one of which is direct with the Home Office.



them a new understanding and a new appreciation of what life protection really is. Since that time the business has grown by leaps and bounds, and we have all benefited by the government's acceptance of the principles that we are carrying every day to the public.

"The great influenza epidemic brought more vividly to the minds of the American people the uncertainty of life and the certainty of death, and with it, it brought to a realization of the necessity for the protection of a man's family and his business.

Policies Have Been Improved

"Perhaps the greatest progress has been made in the improvement of the policy forms and conditions. The original policies issued were narrow in their terms and hard in their conditions. Study and observation have broadened this until today a policy is written by most every company to meet the needs of any man. The original policies provide for death only and under certain conditions. Today the policies provide for days of grace, double indemnity, cash surrender values, extended insurance and many other benefits that accrue to the policyholders.

Predicts Great Development

"While I know that the ordinary life policy will be the basis of future policies, I am predicting that the great study and thought that is being given to our business by actuaries and officials, aided by the experience and observation of the field men, will certainly bring new and better policies with broader coverage and larger benefits. It is impossible to say along what lines this improvement will be, but we have but to visualize group insurance, salary savings insurance, disability provisions, low net costs, etc., to know what must and will happen in the near future.

"The great leaders in the business world have seen the value of life insurance. There is hardly a corporation that does not have group insurance on its employees and insurance upon its pivotal executives. These things are going to break down every sales resistance and destroy every barrier. You will be able in the future, and in the very near future to establish policyholders who will be seeking your advice and your services, when once you have by hard work and industry made and established for yourself a reputation for knowledge of the business and fair dealings with your policyholders.

Provide Old Age Income

"I have a vision of the future of life insurance in another field, and that is monthly income insurance that begins when the insured reaches the age of 60 or 65 and pays him from then until his death a sufficient sum upon which to live. It is the easiest and most logical way of saving, and it is the surest way of creating an estate with a future certainty of freedom from care and worry. When you sell a man a policy that provides an income to him when he has lost his earning power you are building a reservoir that will certainly save him from that depression and that suffering that comes in old age."

Understand Fundamental Principles

Mr. Schriver said that the surest way for the life insurance agent to increase his production is to better understand the fundamental principles of life insurance; to know life insurance and the many ways in which it may be of service to clients. In this connection he held that no one man is so great that he knows all of the future possibilities of insurance.

"And I am not so interested in how you should increase the volume of your business as I am in the quality of the business produced," he continued. He then asserted that there are too many "volume hogs" in the business today, and entirely too many companies that are interested solely in the volume of business that they can put on their books, disregarding the nature of the business and the length of time it may continue in force. Touching on the

DEPRESSION IN ENGLAND HARMS LEADERS LITTLE

SLUMP HAS SLIGHT EFFECT

Principal British Companies Devised Means of Caring for Policyholders During Industrial Decline

Outstanding British industrial insurance companies were little affected by the 1926 trade depression, according to a report to the Department of Commerce by the American consulate-general at London, made public by the department recently. The text of the report is in part as follows:

Excepting some loss of new business sustained by two of the four leading companies, ordinary business was not seriously affected by the depression of 1926. The funds of the industrial branches of the Prudential, Pearl, Britannic and Refuge, the four principal companies, increased in 1926 over 1925. The funds of the industrial branch of the Prudential increased from \$94,991,700 in 1925 to \$102,128,600 in 1926. New business written declined from \$47,583,600 in 1925 to \$45,249,700 in 1926. Funds of the Pearl increased from \$17,414,100 in 1925 to \$19,586,800 in 1926 and new business declined from \$18,351,600 in 1925 to \$18,283,500 in 1926. Funds of the Britannic increased to \$6,689,400 from \$5,953,200 in the preceding year, and new business declined to \$4,919,000 in 1926 from \$6,651,500 in 1925. Funds of the Refuge totaled \$10,390,600 in 1926 as against \$9,183,200 in 1925 and new business declined to \$10,267,500 in 1926 from \$12,745,400 in 1925.

Assistance Given

Because industrial conditions were so bad in 1926, all of the companies were forced to devise schemes for assisting policyholders who were unable to maintain premium payments. When there was any possibility of a policyholder's paying off the premium arrears in a reasonable time, ample time for payments in small installments was allowed. The Britannic met the situation by canceling arrears in the case of whole life policies in return for a moderate reduction in the sum assured, and in the case of endowment policies extended the term of the policy. A method similar to this was adopted by the Refuge.

Largely because of increases in the rate of interest earned by the companies, valuation results were remarkably good for the year. All the companies reported increased surpluses. The largest increases were made by the Britannic and the Prudential.

policyholder's side of the insurance question he said that it presents the best opportunity under heaven to save money, and that it also tends to stabilize American business. He urged the sale of annuity insurance, saying this field is sadly neglected by most insurance men.

Life Insurance Men Volunteered Their Aid Toward Flood Control

At the flood control conference held in Chicago last week to consider remedies to devise plans to minimize flood losses in the Mississippi Valley, R. W. Stevens, president of the Illinois Life, was chosen as chairman of the life insurance division of the conference. Mr. Stevens wrote to a number of life insurance companies and general agents located in the Mississippi Valley. He therefore chose as members of the committee J. A. O. Preus, Chicago general agent, Penn Mutual Life; Samuel T. Chase, Chicago general agent, Connecticut Mutual Life; Albert H. Carter,

HOPE TO GET DECISION MODIFIED IN SCOPE

MUCH SOLICITUDE IS FELT

Rascoe Case Carried Up From Nashville Still Causes Much Comment from the Underwriters

Health and accident men hope that some case will originate soon which can be carried up to the United States Supreme Court and get a different decision than was rendered in the case of Rascoe vs. Federal Life carried up from Nashville, Tenn. As attorneys and claim men study this case they realize that the insurance end of it was not brought out as it should have been or the results might have been different.

The case has attracted wide attention but claim men do not believe that it can be considered as establishing a precedent that will be followed invariably. It will be remembered that Mrs. Rascoe was a passenger on a train going from Louisville to Nashville. The train gave a sudden lurch throwing Mrs. Rascoe against the seat in front resulting in an injury to her knee. She had an accident policy with the Federal Life paying \$12.50 a week which on account of the double indemnity feature paid her \$25 a week.

Physicians Reported Recovery

She went out to Los Angeles, bought a bungalow and had her son living with her. It was found out there that she was going around without any seeming difficulty. She was examined by three physicians who gave it as their opinion that she had entirely recovered. The Federal Life then declined to continue the weekly payments. Later she brought suit for the accumulated weekly payments, but the attorneys subsequently changed their petition charging a breach of contract. This change was made when the case was called for trial without notice to the Federal Life.

The decision was that Mrs. Rascoe was entitled to \$25 a week as long as she was expected to live according to the life insurance expectancy tables. Here another mistake was made, as these expectancy tables are based on natural, normal lives and not on substandard risks. The court, however, did not take this into consideration. Evidently the insurance side had a very lame defense. The United States Supreme Court refused to take cognizance of it.

The Federal Life paid the judgment with interest, as it was found there was no way to get the case reviewed. Inasmuch as this decision is on the books, insurance companies will endeavor in time to get another case carried up to set a precedent.

chairman of the board, International Life of St. Louis; August Schlafly, treasurer, International Life; H. W. Bennett, president, State Life of Indianapolis; Charles Y. Rowe, vice-president, American Bankers of Jacksonville, Ill.; Rupert F. Fry, president, Old Line Life of Milwaukee; O. W. Johnson, president, Security Life of Chicago; Walter T. Shepard, vice-president, Lincoln National Life of Fort Wayne; G. W. Steinman, vice-president and secretary, Midland Mutual Life of Columbus, O.; Frank W. McAllister, general counsel, Kansas City Life.

Miss Hogue "Beauty Queen"

Mary Evelyn Hogue, daughter of Vice-president A. W. Hogue of the Business Men's Assurance Co., has been selected the beauty queen of the University of Kansas. Miss Hogue was selected by an eastern man, to whom the photographs were submitted, from a group of 21 of the most beautiful girls in the university. She is a freshman in school, and a member of Pi Beta Phi sorority.

WARNS OF DANGERS IN PROFIT SHARING SCHEMES

MAY GIVE AGENTS AUTHORITY

Elmer E. Rullman Says Complications May Arise from Granting Producers Legal Equity in Proceeds

Elmer E. Rullman, president of the Builders Mutual Life of Chicago, warns of dangers in the participating plan whereby agents have a share in the profits of their general agency. Mr. Rullman declares that great care must be taken in the wording of such a profit sharing plan to prevent future trouble, inasmuch as agents having a just right in the profits, can at any time demand an accounting, or take exception to the way the organization is being handled, etc.

Has Participating Plan

Mr. Rullman said that the participating plan adopted last November by the Craftsmen's National Service Agency, the exclusive underwriting agency of the Builders Mutual Life, provides that when a 7 percent accumulative dividend on all outstanding capital stock of the company and all other expenses of the agency have been provided for, at the discretion of the board of directors the remaining profits may be divided into two equal parts, one share to go to the stockholders for dividends, etc., and the other share to be paid to agents in the employ of the agency at the time distribution of profits is declared by the board of directors on the basis of insurance in force to the credit of individual agents in the Builders Mutual Life.

Have No Share in Decisions

The contract provides that agents are not entitled to any accounting of the affairs of the company nor are they entitled to make any demands on the company for payment of any bonus under this plan, the board of directors having the full and exclusive right to make decisions with respect to the bonus. In other words, instead of being partners in the business, under this plan the agents who produced the business are merely granted an extra bonus if the board of directors so decides.

SUPREME COURT TO REVIEW TAX ISSUE

(CONTINUED FROM PAGE 5)

substantially as similar provisions had been in the revenue act of 1918.

The avowed purpose of the law was to retain the tax-exempt interest in taxable income, the company alleges, citing the testimony before the Senate finance committee, during consideration of the bill, of Dr. T. S. Adams, tax adviser of the Treasury Department, who said: "This was devised in order not to give them exemption from tax-exempt bonds. The theory of the tax does not justify any real exemption from tax-exempt income. They first take it out in that way and then the other deduction that they would ordinarily get is reduced by that amount."

The amount sought to be recovered by the company was paid under protest, after claims for refund were rejected by the commissioner of internal revenue, and suit was filed with the court of claims, which rendered a decision March 7, 1927, dismissing the claim.

Woodland Made Vice-President

The North American Life of Canada announces that C. W. I. Woodland, a director of the company for 11 years, has been elected to the vice-presidency and that T. Talbert Brown, of Brown Bros., wholesale stationers, has been appointed a director. Mr. Woodland has had a wide experience in the insurance world, at the present time being general manager in Canada and Newfoundland for the Employers Liability.

Help! Help!

THIS is not a cry for help.

It is an offer.

We offer to help any one who measures up to our requirements and who is not connected with any other company—help him to write more business and therefore to make more money.

We can't go out and write the business, but we can—and do—get prospects ready to be written.

We do this by Direct Advertising to prospects whose names are sent to us by agents.

Our system has been praised by authorities—and, what is more important, it has worked with marked success for those agents who have used it according to directions.

It is composed of letters and booklets on the various needs for Insurance, so that an agent may select the material which best suits his prospect.

Any one, not now under contract, who wishes to learn more of this modern way of writing more business, will receive the facts if he will put his name and address on the lines below and send them to us. (Signing on these lines will cost nothing.)

.....
Name

.....
Address

Great Northern Life Insurance Company

110 S. Dearborn St.

Chicago

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building
Cor. Seventh and Grand Ave.,
Des Moines, Iowa

REACHING EVERY MEMBER OF THE FAMILY

One of the vital factors contributing to the constantly increasing success of Royal Union Salesmen is the fact that this Company offers a policy for every member of the family.

Our Juvenile Policies, written on children as young as one day old, go into full benefit automatically at the age of 5 without re-examination.

We write women on an equal basis with men.

ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER, President



Stephen M. Babbit
President

HUTCHINSON, KANSAS



BUSINESS WOMEN!

are yearly increasing in number and are becoming a more and more important factor in the business world.

They constitute a big and largely undeveloped field for the ACCIDENT AND HEALTH INSURANCE salesman—a field offering real possibilities for profitable development by seekers of increased commission incomes.

For information regarding policies designed especially to meet the requirements of employed women for disability insurance, write AGENCY DEPARTMENT—

NATIONAL CASUALTY COMPANY
DETROIT, MICHIGAN

W. G. CURTIS, President

ANNUITIES GROWING IN FAVOR AMONG AMERICANS

IDEAL OLD AGE INVESTMENT

Will Have a Slow but Steady Growth Because of Customs in This Country

Annuities are becoming more and more popular in the United States and the companies are showing more interest in this form. The Canadian companies are especially pushing annuity sales in this country on account of the favorable rate of interest they are receiving on their investments. A few years ago agents knew very little about annuities but now agents are more familiar with this form of investment and consequently they are selling it more. Of course, it will be a long time before the public and agents are properly educated to annuities, as it must be admitted that annuities are rather complicated and it takes a great deal of study for a man really to become efficient in presenting them to the public. One insurance broker said: "A man buys an annuity to get a definite income and after he buys it he finds it is indefinite." This broker objected to the complicated premium payments and dividends. It is also thought by some that annuities tread on the toes of trust companies and bankers and that their good will will be sacrificed if the insurance companies push annuities too strongly.

American Investor Not Conservative

The American investor, especially in the west, is not very conservative. A certain fixed income is not as attractive to him as a speculative one which yields a higher rate of return. Several general agents in discussing the matter pointed out the great divergence in European and American customs. In Europe, where annuities are very popular, the situation is a great deal different than in this country. There a man is judged not by his estate but by his income. Since income is the important thing the European takes cautious steps to preserve it. A young man inheriting his father's estate invests the cash surplus in annuities. Although the rate of return on his investment is low, it is certain. Also in Europe there are few attractive investments which do yield a high rate of interest so the annuities have not much competition. In Europe there is a leisure class which is not much in evidence in America. Men retire earlier in Europe and young men know how to live on incomes without working. The American youth would be lost if given a fixed income and no employment. He would not know what to do with his time. The rich man's son in America who does not work usually gets into trouble, but this is not true in Europe.

European Customs Different

In Europe fathers settle annuities on their children and when the daughter is married the father gives her a dowry and her husband makes a marriage settlement. In America the tendency is to maintain control of one's money until one dies. It is also characteristic of the European to be satisfied to remain in his class. He is satisfied to live as his father lived. All he cares about is to be able to have the same income and advantages. In America, men are not contented to remain in the same status as their fathers. They are always surging forward, searching for something better. To attain these things the American sacrifices certainty and gambles upon his investments.

Reverse Psychology Hinders

It is generally predicted that annuities will continue to become more popular, although they are hard to sell because all new things have more sales resistance. The reverse psychology

AGENCY EXPANDS ON MANHATTAN ISLAND

J. A. SILVER JOINS D. B. ADLER

New Appointee Will Manage Uptown New York Branch of Penn Mutual Life Agency

NEW YORK, June 9.—D. B. Adler, associate general agent here of the Penn Mutual Life, announces appointment of John A. Silver, formerly of the Travelers and for four years production manager of the Leo D. Landau agency here of the Guardian Life, as assistant manager of the Adler offices which were opened uptown on Columbus Circle in January as a branch of the Elliott Hall agency here of the Penn Mutual. The original offices taken at that time have since been expanded to provide more room for the training and housing of agents.

Big Month Recorded

The William L. Kelaghan agency of the John Hancock Mutual Life at Providence, R. I., wrote \$1,527,000 of ordinary insurance during May. Of this amount there was issued for the month \$1,278,000. This amount is one of the largest issues ever credited to a John Hancock industrial agency for one month.

A special effort is made each May at this agency to produce a large amount of ordinary, and it is interesting to note that the issue for May of this year exceeds the amount issued in May, 1926, by about \$400,000.

Market Missouri State Stock

NEW YORK, June 9.—Kidder, Peabody & Co., Rogers Caldwell & Co., Mitchell Hutchins & Co., and G. P. Walker & Co., all stock brokerage houses, have placed privately a block of stock of the Missouri State Life. The Missouri State Life has a capitalization of 300,000 shares at \$10 par. It has been paying dividends of 12 percent since 1923.

which is employed in selling annuities doesn't seem to work so readily. When a salesman tries to sell a man life insurance, the assumption is that the man is going to live, while in selling annuities the assumption is that he is going to die.

In some cases, however, American people are beginning to look for ways to avoid the responsibility of investments. The worry and the bother of looking after bonds and mortgages offset the high rate of interest received. The American people are also beginning to realize the serious mistakes made in personal investments and the heavy losses of capital which have resulted from bad advice. Annuities do relieve responsibility and worry. The annuitant gets a check periodically from the company rain or shine—not even a coupon to clip. It is interesting to note that annuitants live longer, so the regular mortality tables can not be used in calculating rates on annuities.

Large Return from Small Capital

In America an annuity is not regarded as a good investment for anyone below the age of 55 or 60 years. But for a person over that age who has no dependents it is ideal. It enables the elderly person to provide an adequate income from the smallest amount of capital. When a man is 60 years old he may purchase an income of from \$90 to \$95 a year for the rest of his life for \$1,000, the rate of interest being very attractive. There are a great many variations in annuities so that when a man is reluctant to relinquish his principal he may still receive a very attractive income.

There seems to be a matter of con-

BUSINESS IS DEPRESSED IN THE FARM SECTIONS

COMPANIES GO TO CITIES

Agents Find That Notes for Premiums Are Not Paid and the Policies Lapse

Life companies that are writing considerable business in the farm sections say that the loss ratio is unusually high. Conditions in the agricultural sections have not improved. The farmers still are depressed and in many parts weather conditions have been most unfavorable. Continued rain and floods have interfered with planting.

In order to get business in farm sections it is necessary to take notes. Many agents will take a note for the full premium. When it comes to the payment of the second premium, in hundreds of cases no cash settlement has been made for the first. The agent therefore is no longer able to extend credit. The result is of course that the business goes off the books. Even at times where some cash has been secured on the first premium the policy lapses because the assured is no longer able to meet the demands. Banks as a rule are turning down premium notes. They have had their fill and realize that the farmers will not be able to meet their obligations.

Wants Cash Settlement

One of the companies that has been successful in writing farm business states that it has urged its agents not to write business where a note is taken for the full premium unless they are sure that the obligation will be paid. This company advises its men to get some sort of a cash settlement. It states in analyzing its business, the lapse ratio is reduced materially where some cash has been paid. This company feels that its agents should write smaller policies for the farmers, only binding policyholders for such amounts as they can actually pay. Every possible means has been taken by companies to cut down the lapses. When a farmer can be induced to pay his second premium he is safe. Aside from the heavy lapses, companies find that many farmers are inclined to cash in on their policies or take loans where they have an equity.

Cultivate the Cities

The farm conditions have forced many companies that relied very largely on the agricultural sections for their business to turn to the cities. It is more difficult to get proper agents in the cities and the cost is greater. Nevertheless the cities for the most part are in good shape financially and people are able to buy life insurance. The majority of agency managers therefore are spending their time and money on the cities and for the time being are letting the country districts jog along without any special effort being made in that direction to get business.

trovercy over whether a life insurance agent can profitably sell annuities. The average commission is 2½ to 3 percent, but there are no renewal premiums. Even then a commission of a good sized annuity is nothing to be sneered at and general agents are of the opinion that it is the lack of knowledge of annuities and not the commission that is holding the agents back.

Life Notes

President Emmet C. May of the Peoria Life was honored at a dinner at Ypsilanti by the agency of H. E. Van de Walker at the regular monthly meeting. The agency wrote practically \$1,000,000 of insurance during May month in May.

D. N. Cameron of Cameron & Carroll, district agents at Oshkosh, Wis., for the Northwestern Mutual Life, was called to Portland, Ore., recently to attend the funeral of his brother, J. E. Cameron, a prominent lumberman on the west coast.

MISSOURI STATE LIFE ISSUES NEW POLICY

AERIAL TRAVEL IS COVERED

Company Has Gotten Out Accident Policy Which Has Number of Interesting Features

The Missouri State Life has gotten out a new accident policy, "Sterling Accident Form P. M.," which is designed to bring the maximum of accident insurance protection to the average man and woman for the minimum premium consistent with good business practice.

The principal sum is \$1,000 while the monthly indemnity payment is \$100 commencing on the date of the accident and continuing for the entire disability period. The principal sum is also paid for loss of both hands or both feet or sight of both eyes, for the loss of one hand and one foot, for loss of either hand or foot and sight of one eye. Two-thirds of the principal sum is paid for the loss of either arm or leg, one-half for loss of either hand or foot or the sight of one eye and one-fourth the principal sum for the loss of thumb and index finger of either hand.

Monthly Indemnity Plan

The payment of the \$100 monthly indemnity continues so long as the disability prevents the insured from performing any and every kind of duty pertaining to his occupation for 12 months and after that time for so long as it is impossible for him to engage in any occupation for wage or profit.

It was pointed out that the indemnities cover injuries sustained while the insured is riding as a passenger in a licensed passenger airplane or a licensed passenger dirigible airship, which airplane or airship is provided by an incorporated passenger carrier and while it is being operated by a licensed pilot upon a regular passenger route between definitely established airports. However, under no circumstances will the company be liable in any amount for injuries sustained by the insured while engaged in or as a result of engaging in aeronautic activities of any kind or character.

Elective Indemnities

The policy also contains a definite schedule of elective indemnities which the insured may elect to receive in writing within 20 days after the date of the accident in lieu of all monthly indemnities. However, not more than one elective indemnity shall be paid for injuries resulting from an accident. The schedule of elective indemnities is interesting.

The policy carries surgical treatment indemnity up to \$10 if the accident shall not result in disability or other loss. It carries identification indemnity in the sum of \$100. The rates charged for the policy are: \$10 for preferred risks, \$12 for extra preferred risks and \$13 for standard ordinary risks, and \$12 for employed single women rated as preferred in manual.

Agents Pledge to Write \$2,000,000

Although Darby A. Day, Chicago general agent of the Union Central Life, does not assign quotas to his agents, the staff has pledged itself to write \$2,000,000 or better of new business during June.

All the desks in the Day agency are now filled and the agents are eager to move to their new and much larger quarters in the Bankers building.

At last Monday's agency meeting the principal speaker was Nathaniel Seefurth, young Chicago attorney who for some time has been conducting classes on estate, inheritance, corporation and partnership law. He covered in a general way the legal phase of life insurance in trusts, partnerships and inheritances. Later he will speak again at a meeting of the Day agency.

Great Stuff!

That's just what they all say when they see how our Sales Promotion Department helps the man in the field. Then too our men have the famous

Sales Book

which contains selling charts, pictures and other material illustrating the following:

1. Non-Medical
2. Salary Savings
3. Monthly Premium
4. Juvenile Policies
5. Payor Insurance
6. Female Insurance
7. Participating
8. Non-Participating
9. Sub-Standard
10. Health-Accident

They Tell Us

also—that our Home Office cooperation can't be beat, so we will just pass the word along to you—we're proud of it.

Some Territory

is available in the states of Illinois, Indiana, Iowa, Michigan, Missouri and Ohio, for General Agents who want to make money.

ABRAHAM LINCOLN LIFE INSURANCE COMPANY

(Formerly Mutual Life of Illinois)

Home Office Springfield, Illinois
H. B. HILL, President
F. M. FEFFER
Vice-President and Agency Director

Abraham Lincoln Life Insurance Co.,
Springfield, Illinois.

Gentlemen:
Kindly send me information regarding territory in the state of

Name.....

Address.....

Town.....

Don't Write

(Use the Coupon)

C.N.U.2

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

General Age Limits 0 to 60.
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$70,000,000 in assets and over \$343,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

PHILADELPHIA
Walter LeMar Talbot, President

Do your fellow agent a good turn—get him acquainted with The National Underwriter, the real insurance newspaper. :: :: :: ::

Con mū topics

(Topics of The Connecticut Mutual)

Vol. II

June, 1927

No. 6

Sales Ideas in Loose-Leaf Form—
more business—better business—
from better salesmen.

Such is Sales Service Revised
of

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY**

HARTFORD

1846

Over 80 years in Business

1927

Most Effective Business Builder in His Experience

"In all my Insurance experience, I have never used a more effective business builder than the billfold service through the Sales Planning Department," says our General Agent, Mr. A. T. Day. "I hope to secure at least half a million of business out of the plan I am now using."

At a recent banquet of an organization to which Mr. Day belongs, he presented each of the 500 members with a Pan-American billfold, name embossed in gold, and to each of the wives, a Pan-American shopping pad.

Mr. Day has followed up each case personally and has already placed about \$200,000 of insurance and he hopes to secure at least half a million. In almost every case the men to whom he has presented billfolds give him the names of their friends and in this way he is supplied with an endless chain of prospects.

The Sales Planning Department, through its billfold plan of securing prospects and arranging interviews, is only one of the service features of the Pan-American Life.

Pan-American service also includes—
Educational Course
Unexcelled Low-cost Life Policies
Child's Educational Endowment
Combination Life and Accident and Health Policy
All forms of Accident and Health Insurance
Group Insurance

We have a few attractive general agency openings for men not at present attached, who measure up to Pan-American ideals.

Address

E. G. Simmons, Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

Crawford H. Ellis, President

COMPANY WIDENING FIELD OF OPERATION

NEW YORK LICENSE ISSUED

Union Labor Life Granted Right to Obtain Participating Business—
Company Expanding

The New York department has issued to the Union Labor Life of Washington, D. C., a certificate permitting it to write participating business only in New York state. The company was organized recently by persons affiliated with the American Federation of Labor to write principally among labor union members.

The company was incorporated in Maryland last October, capitalized at \$375,000 with a paid in surplus of the same amount. Stock in the company has been sold only to trade unions and trade union members. Matthew Woll, who is president of the company, is the vice-president of the American Federation.

The Union Labor Life writes only participating insurance and offers individual and group policies that are designed to fit the special needs of wage earners and members of labor unions. The new company already has been licensed in more than 10 states. It operates through the union organization. For the present at least it will not rely on a field force of the usual type.

"Anniversary" Drive Is Success

During May the Mutual Trust Life conducted an "Anniversary Month" campaign and wrote a total of \$3,527,590 of new business, exceeding the May, 1926, total by more than \$750,000. On May 26, designated "Anniversary Day," \$733,400 of business was produced.

The company reports that its average monthly production so far this year has been \$3,098,281, as against an average of \$2,714,388 in 1926. The goal for the full year 1927 is \$35,000,000 of new business.

Association Issues Book

The National Association of Life Underwriters has gotten out "Life Insurance Simply Explained" for laymen and students in schools and insurance classes. The author is William Alexander, secretary of the Equitable. A series of lessons with appropriate questions based on this volume as a text book has been prepared by Frank L. Jones of Indianapolis, state manager of the Equitable, on behalf of the National association. These lessons are for use in schools and insurance classes for the instruction of students. It is intended for use in eighth grade and in junior and senior high schools. In the course of a short time there will be available 12 lessons based upon the book prepared by Mr. Jones. Mr. Jones was formerly state superintendent of public instruction of Indiana.

CONVENTION DATES

June 14-15—Life Insurance Sales Research Bureau, Toronto.
June 27—International Congress of Actuaries, London.
Sept. 12-14—International Claim Association, Toronto.
Sept. 15-17—Health & Accident Underwriters Conference, Toronto.
Sept. 26-30—National Safety Congress, Chicago.
Sept. 27-30—Insurance Commissioners, Cincinnati.
Oct. 4-6—Casualty Convention, White Sulphur Springs.
Oct. 6-8—Life Office Management Association, Atlantic City.
Oct. 12-14—National Life Underwriters Association, Memphis, Tenn.
Oct. 20-24—Actuarial Society of America, Springfield, Mass.
Oct. 24-26—American Life Convention, Dallas.
Nov. 1-2—Life Agency Officers, Chicago.

PROMOTIONS IN TEXAS FIELD ARE ANNOUNCED

THREE CHANGES ARE MADE

Thorp Agency of Kansas City Life in Texas Appoints Producers to New Positions

E. R. Strong, formerly field supervisor of the Orville Thorp agency of the Kansas City Life in the Panhandle district of Texas, has been made assistant superintendent of agents in that agency.

R. M. Adams, who has been a district manager of the Thorp agency for some years, has been appointed field supervisor for a block of counties in central Texas. His headquarters are at Abilene.

J. T. McClure, who has been one of the leading producers of the Thorp agency, has been appointed field supervisor for the entire Panhandle district.

Bilheimer Appoints Supervisors

With the appointment of W. E. Bilheimer, nationally known sales expert, as vice-president and general manager of the Merchants Life of Iowa, a novel plan of production is being launched by the company. One of Mr. Bilheimer's first official acts was the appointment of ten young men, recently graduated from colleges and universities, as supervisors of agents in the states in which the company does business. Most of them have had no previous experience selling life insurance and will be given an intensive training course under Mr. Bilheimer. Among them are C. R. Dean, W. L. Moore, Jr., R. E. Jenness, I. A. Maher, M. E. Hoag, S. Thornton and W. E. Bilheimer, Jr. Under Mr. Bilheimer's supervision, says President Wm. E. Watts, the company will greatly enlarge its sales force and production program.

Insurance Stock Quotations

H. W. Cornelius of Charles Sincere & Co., the Chicago investment house, quotes the following insurance stock quotations for western companies:

Stock	Par	Bid	Asked	Dividend Per Share
Abraham Lin. Life...	20	30	35	5
Agricultural Life...	50	48
American Bankers...	\$1.56 1/4	75c	1 1/4	...
Amer. Drug. Fire...	25	74	80	12
Central Life, Ill...	20	44	50	8
Central States Life...	5	20	...	17
Chicago Fire & Mar...	10	11	15	...
Chicago Nat. Life...	10	20
Columbian Nat. Fire	25	15	20	...
Conserv. Life, Ind...	10	5
Continental Assur...	10	60	...	16
Continental Cas...	10	50	55	16
Continental Life, Mo.	10	32	38	10
Detroit Life...	50	8
Detroit Nat. Fire...	25	20	24	4
Des Moines L. & An.	10	7	8 1/2	...
Dubuque Fire & M...	100	20
Farmers Nat. Life...	5	16	20	...
Federal Surety...	100	85	100 (Old Stock)	...
Grange Life...	50	12
Great Lakes Fire...	10	12	14	...
Illinois Fire...	100	125	...	10
International Life...	25	68	73	12
Inter-Southern Life...	1	2	3	...
Interstate Fire...	25	18	22	4
Iowa National Fire...	100	120	130	8
Iroquois Fire...	50	40	60	...
Metropolitan Fire...	10	9	11	10
Milwaukee Mech...	10	36	38	18
Missouri State Life...	10	77	79	12
National Casualty...	10	33 1/2
New Century Cas...	50	85	95	8
North American Life	50	170	180	20
Northern States Life	10	12	...	8
Northw. Nat. (Wis)	10	80	...	30
New World Life...	10	13	14	8
Ohio National Life...	10	38	...	8
Old Colony Life...	10	6
Old Line Life...	10	32	35	15
Peoria Life...	10	40	...	15
Pioneer Fire Ins...	20	20	...	10
Security Life, Amer...	10	12	...	16
Southern Surety...	100	14.4
St. Paul Fire & Mar...	25	130
Union Central Life...	50	6
Western Union Life...	100	145	...	8
Wisconsin Nat. Life...	10	14	...	8

SYSTEM, HABIT AND MOMENTUM ARE AIDS

AGENTS HEAR J. P. GRAHAM

Member of Brooklyn General Agency
of Aetna Life Addresses Con-
necticut Mutual Agency Staff

NEW YORK, June 8.—James P. Graham of Graham & Luther, general agents in Brooklyn for the Aetna Life, was the speaker at this week's meeting of the P. M. Fraser agency here of the Connecticut Mutual Life. In an impressive and illuminating talk on the three most valuable allies of the successful salesman, system, habit and momentum, Mr. Graham quoted frequently from the works of William James, the great psychologist, to illustrate each point brought out.

Emphasizing the value of system, the speaker declared his belief that a man should specialize on one definite type of policy, learn all there is to know about it and build up his sales talk around it. By conscientiously planning each day's work in advance, prospecting a certain class of people and religiously following whatever system he may have adopted as best suited to himself, a man soon forms habits which assure success. Once he has begun to move ahead, momentum will carry him along at constantly increasing speed. As June has been designated as policyholders' service month by the Connecticut Mutual, the Fraser agency is conducting a concerted drive this month to get in touch with all old policyholders.

Plan Dedication Convention

The field force of the Acacia Mutual Life is preparing for the dedication convention which will be held in April, 1928, when the company plans to move into its new magnificent office building located on the Capitol Plaza. Every agent who produces \$150,000 of paid for business in 1927 and keeps it in force will be a guest at the convention.

During the first five months of this year the Acacia Mutual Life paid for \$22,000,000 of new business as compared with \$15,000,000 the same period of 1926. The net gain in business in force for the same five months was \$15,300,000 as compared to \$9,500,000 last year.

Dr. S. S. Huebner Spoke

Dr. S. S. Huebner of the University of Pennsylvania addressed a large noon-day gathering of St. Paul business men June 6 on the subject of "Business Risks." The meeting was sponsored jointly by the St. Paul association and the St. Paul Underwriters Club.

International Deal Is Off

W. F. Grantges, vice-president and manager of agencies of the International Life, has sent a letter to agents saying that negotiations for purchase of control of the holding company of the life company have been discontinued and will not be resumed. There were reports some weeks ago of an option given to a Miami, Fla., banker who was seeking to establish a syndicate to purchase control of the holding company. Mr. Grantges says that the deal has been canceled and there will be no changes whatever in the International.

Confusion on Colorado Law

There has been some confusion about the proposed action of the Colorado legislature in eliminating children's insurance. As a matter of fact the recent legislature amended the old law changing the age for ordinary forms from 15 years to 10 years. The ruling by the attorney-general is that a child of nine years, six months and one day can now be written for regular forms in any amount.

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President
Illinois Life Insurance Co., Before Life
Agency Officers Association, Chicago
November, 1925.

Illinois Life Insurance Co.

CHICAGO

James W. Stevens, Founder

Greatest Illinois Company

1212 LAKE SHORE DRIVE

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. **EDWARD J. WOHLGEMUTH**, President; **JOHN F. WOHLGEMUTH**, Secretary; **HOWARD J. BURRIDGE**, Vice-President and General Manager; **H. E. WRIGHT** and **NORA VINCENT PAUL**, Vice-Presidents; **WILLIAM A. SCANLON**, Southwestern Manager; **GEORGE C. ROEDING** and **O. E. SCHWARTZ**, Associate Managers; **B. F. STEVENS**, Manager, Advertising Service Department.

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Trafficking in Life Insurance

THE retirement of three or four life companies recently and their merger with other companies brings up a very serious question to life insurance as a whole. For some time past there have been professional brokers or those giving part of their time to buying and selling of companies, roaming over the field and devouring any company that was susceptible. The point is raised as to whether this trafficking in the business is not a disintegrating force. The real danger as we see to these companies and life insurance in general is not that there is no field for such companies or that they cannot be managed successfully, but that the stock may get into the hands of men who prefer to wreck them for immediate profit, rather than to continue them and take a normal profit over a long period of years.

In the cases of retirement during the last year or so, the causes were identical in all cases. Those in control preferred to take the immediate profit to be gained from wrecking a plant, rather than remain in the life insurance business and continue the companies as growing institutions. It is a question whether the officials who have sold out have not made large profits to the detriment of the business as a whole. The companies were in good financial condition. They had excellent prospects for the future and with reasonably capable management, could have grown to much larger institutions in course of time.

The real difficulty with the stock life insurance companies of the west and south is that some of them are controlled by men who do not value their stock in them as that of growing concerns, but on the basis of what the business and assets will bring on the open market. This policy has proved destructive in almost every line of business and today constitutes the darkest cloud on the horizon of life insurance. Men who seek an opportunity to retire and live at their ease, rather than continue in business as life insurance men, are often ready to sacrifice the interests of their associates, agents and the business to their own personal inclination. It is the old "Public be damned" policy which has wrought so much havoc in many lines of endeavor in the past. In these days the public must be considered and served and no man can run his business purely as a private enterprise. This very attitude will eventually eliminate him from the struggle. It is

a safe statement that all really successful businesses are today conducted with due regard for the rights and good will of the public which they serve. This point of view must somehow be pounded into the heads of the men who are running the life insurance companies or a chaotic condition will result.

As stated, the difficulty comes in the too great appreciation of the value of life insurance stock. The usual cycle followed in the retirement of a life insurance company is that first some official or large owner of stock, in his desire to secure complete control, buys the stock of some of the other stockholders at a high price, and as he hasn't the money himself to pay for it, borrows it at the bank or elsewhere. The actual dividend returns on the stock are small, and not sufficient to pay his interest charges. Then, perhaps, he increases his salary and other emoluments in every way possible, and disturbs the proper trend of the organization through cutting down expenses often to a point where the company is injured, in order that the surplus may be increased and he may declare a stock dividend. If this is successful for a time, his idea of the value of stock goes up still further and he has enlarged ideas of the money he is going to make. This game becomes so fascinating that he forgets the insurance business and loses interest in it. The organization begins to lose spirit and difficulties arise. Banks want their interest regularly. Instead of building an organization, he centers everything on himself and finds the burden too heavy. The next step is to take the easiest way out and wreck the plant for what he can get out of it.

These men are the true enemies of life insurance and there should be no beating about the bush in placing the responsibility upon them.

All life insurance companies can succeed with reasonably good management, fair interest returns on the original investment and salaries commensurate with the work of the officials. Every life insurance man should be interested in the preservation of the plants which have been established and these should be fostered with a view to furnishing the public with the vast amount of life insurance indemnity which, through proper agency channels, it is seeking.

THE NATIONAL UNDERWRITER has taken the lead against professional trafficking in life insurance. It realizes the fact

that there are times when it may be necessary for a company to retire in order to save itself. The point we raise, however, is that in almost all cases the desire to sell comes from some official or group of officials who see an immediate profit to be gained and therefore disregard all responsibility to and relationships they had with their agents, office

force and organization as a whole. Recently, we heard of a western life insurance president who was offered four or five times what his stock was worth, but he bluntly told the professional broker that he was not for sale, nor was his company at any price. That is the attitude that should be assumed by all company officials.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Wilson Coudon, deputy insurance commissioner of Maryland, died Sunday from paralysis at his home in Baltimore. He had been deputy commissioner since 1909.

Forty odd years ago Mr. Coudon was one of the world's celebrated amateur athletes, although he asserted he had never had a day's training in his life. One of his most notable feats was at the Warren Athletic Club games at Wilmington, Del., in May, 1888, when he broke 13 world records in one afternoon. His medals and trophies form a large and valuable collection.

When he was 66 years old Mr. Coudon attended a convention of insurance officials at Seattle. Many of the delegates sought a swimming pool in the city and one or two of the younger men showed considerable pride when they turned a somersault from the diving board. When the white-haired man started to climb the ladder they smiled, but when he ascended to the highest platform and turned a double somersault, cutting the water with scarcely a splash, the smiles faded in admiration.

H. U. Bailey, of Princeton, Ill., director of trade and commerce in the state, and Mrs. Bailey announce the marriage of their daughter, Dorothy Jane, to Kenneth Arthur Ford of Chicago, a graduate of the University of Illinois, who is editor of "Retail Furniture Selling" in his city.

Anthony Overton, president of the Victory Life of Chicago and head of the Douglas National Bank of that city, who is also a prominent real estate dealer, has been awarded the Spingarn medal for 1927, which is given annually to some member of the Negro race for outstanding achievement. The National Association for the Advancement of Colored People states that the award was given for Mr. Overton's desire to have the Victory Life licensed in New York State and the success that attended his efforts. The Victory Life is the only Illinois company licensed in New York. It is the first company owned and managed by members of the colored race that has been licensed in the state. It has already made an excellent start in New York City. Mr. Overton is one of the wealthy Negroes of Chicago. The Victory Life is a well managed organization.

W. C. Coleman of Wichita, Kan., president of the National Reserve Life of that city and one of the prominent business men of his section, was elected president of the Northern Baptist Convention for the coming year at the annual meeting held in Chicago last week. Mr. Coleman is a man of wealth and distinction in Wichita, who is prominent in its varied activities. He was first vice-president of the Northern Baptist Convention last year.

Albert Speaks, district manager of the New England Mutual Life at Columbus, O., is critically ill. He is a brother of Congressman John C. Speaks and of Oley Speaks, singer and song writer.

The National Life of Vermont announces that its new agency supervisor, **W. A. Searle**, who was formerly assistant to the president of the National Association of Life Underwriters, will continue his residence at Haddonfield, N. J., when he is not in the field. Mr. Searle

was formerly a newspaper man at Rochester, N. Y. He graduated from Rochester University in 1906, and then took a post graduate course at Harvard. His work has taken him into all parts of the country, so that he is well acquainted with life insurance men.

John T. Russell, general agent for the Aetna Life in Worcester, Mass., committed suicide at his home there last week. He was 52 years old and had been in poor health for the past year.

He had been with the Aetna Life ten years, first as district agent and later as general agent. He had previously represented the Travelers Insurance Company in Worcester for several years.

W. W. Winne, general agent in Denver for the Connecticut Mutual Life, celebrated his 17th anniversary as general agent there by moving into new and enlarged offices in the Midland Savings Bank building. Mr. Winne, who is a native of Denver, was appointed manager June 1, 1910. His father, Peter Winne, who went to Denver from Wisconsin, traveling overland in a wagon, was the first representative of the Travelers in that region. Mr. Winne has spoken often before service and commercial organizations throughout the state. He also has delivered many lectures before schools and colleges on life insurance.

William C. Safford, Ohio insurance superintendent, and Miss Ethel Marshall were married a few days ago in Holy Rosary Church in Columbus, O.

Mr. and Mrs. Safford are now away on a honeymoon. Mr. Safford took his friends by surprise and was on his way before most of them knew what had happened.

Miss June Whitney, 17, daughter of Mr. and Mrs. **Bruce Whitney** of Milwaukee, and a freshman at Milwaukee Downer College, has been honored by being awarded the Emil Liebling medal for excellence in music. Bruce Whitney is a prominent life insurance man in Milwaukee, being a member of the firm of Whitney & Thomas, district agents for Mutual Life of New York, and formerly manager for the company in Milwaukee for several years.

The sympathy of the entire membership of the Pittsburgh Life Underwriters Association went out to **Harold S. Brownlee**, executive secretary, on the recent death of his father, Rev. Anderson E. Brownlee. Floral tributes were sent in behalf of the association membership and by the officers of the board of directors.

Jules Girardin, general agent of the Phoenix Mutual in Chicago, celebrated a birthday on Monday of this week. There is some uncertainty as to which birthday it was. His office associates blew him to a dinner at the Palmer House, where he listened to 72 speeches of congratulation and was presented with a 72 pound cake bearing 72 candles. From this it might be supposed that he was 72 years old, but he declares the figures were reversed by his hosts as a practical joke and that he is only 27 years old. He says he can tell his age by the way he feels and that such facts are more reliable than statistics. Mr. Girardin is a former president of the Chicago Life Underwriters As-

sociation and is greatly beloved by his associates not only in his office but in the life business in Chicago.

Earl D. McKenzie of Minneapolis is the first man to qualify for each of the five 1927 producers clubs of the Travelers, including life, burglary, automobile, accident and group clubs. By this attainment, Mr. McKenzie wins his President's Club emblem. He is also the first man officially to qualify for the 1928 convention, inasmuch as winning admission to the President's Club automatically assures a man an invitation to the 1928 officers' convention.

Gerald A. Eubank, general agent in New York City for the Aetna Life, left last Friday for a stay with his family in Houston, Tex. He will remain in Houston until the end of June. Mr. Eubank was scheduled to speak on "Insurance and Trusts" on Wednesday of this week before a joint meeting of the Houston Life Underwriters Association and the Houston Bankers Association.

LIFE AGENCY CHANGES

MINNESOTA MUTUAL CHANGES

Several Important General Agency Appointments in Various Fields Announced by St. Paul Company

R. B. Garmire, for a number of years agency manager of the Bankers Life of Lincoln, Neb., has been appointed general agent in Lincoln for the Minnesota Mutual Life, according to an announcement made this week by O. J. Lacy, vice-president and agency director. Mr. Garmire is a man of wide experience and is expected to be a strong factor in building up the business of the Minnesota Mutual in Nebraska.

Other general agency appointments announced this week by the Minnesota Mutual include those of J. Lloyd Lewis, Des Moines; F. P. Spiegel, Evansville, Ind.; B. Harrison Waln, Rock Springs, Wyo.; Bland N. Speer, Aumsville, Ore.; W. R. Elliott, Winnesboro, S. C., and J. R. Dark, Amarillo, Tex.

Mr. Lewis has represented the New York Life in Des Moines for a number of years. Mr. Spiegel has had 12 years life insurance experience and is now head of both the American Legion and the Boy Scout activities in Evansville. Mr. Waln was formerly superintendent of schools in Wyoming. He is a brother of Roy Waln, who has been very successful as a general agent for the company in that territory.

E. D. LUTHER HEADS AGENCY

Son of Vice-President K. A. Luther of Aetna Life Succeeds J. R. Brown at New Haven

A further step in the Aetna Life program of agency reorganization in the New York metropolitan area and vicinity was noted when Vice-President Kendrick A. Luther announced that Ennis D. Luther has been appointed general agent at New Haven, Conn. He will succeed James R. Brown, who has been made manager of a new agency to be established in the Pennsylvania building, New York City.

Ennis D. Luther, son of Vice-President Luther, has been associated with the Aetna Life since his discharge from the military service in 1919. His first insurance experience was obtained at the Boston office, following which he was transferred to the Chicago agency. In April, 1926, he became a partner with James P. Graham, Jr., in the Brooklyn general agency. Mr. Graham, who has had some 15 years' training in the insurance business, will continue as general agent for Brooklyn.

These changes, according to Mr. Luther, are a result of the company's recent decision to increase the number

Splendid Agency Opportunities in

Arizona
California
Colorado
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Montana
Nebraska
New Jersey
New Mexico
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
South Dakota
Tennessee
Texas
Utah
Washington
West Virginia
Wisconsin

WE WRITE THEM ALL Dad, Mother, Sister and Baby Brother

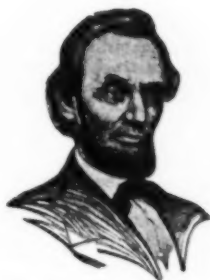
In your kit you have a policy for each member of the family.

The Lincoln National Life accepts women on the same basis as men. It allows you to write people engaged in hazardous occupations and with physical impairments.

You have the Lincoln National Life Juvenile Policy for children. It is written on the lives of children, ages one day to 14 years. The Payor insurance feature provides for waiver of further premiums in event of the death or disability of the father.

The Lincoln National Life agent's opportunity to write insurance is greatly increased because he writes them all.

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Bldg.

Fort Wayne, Ind.

More Than \$470,000,000 in Force

of its individual agencies in New York City. The program includes the continuation of the original agency at 100 William street under the direction of Gerald A. Eubank, the establishment of a separate agency at 42nd street under management of Harold A. Hubbell, and of one in the Pennsylvania building under Mr. Brown.

In addition, Mr. Luther announced formation of a premium accounts division in New York City for handling all renewal premiums in one central establishment. This department is to be located at 100 William street in charge of Lawrence H. House, home office cashier, formerly cashier and office manager for the firm of Hart & Eubank.

PEARSON TAKES SOLE CHARGE

Succeeds Firm of Pearson & Larson for Northwestern Mutual in Kansas City—Larson to Another Field

KANSAS CITY, MO., June 9.—The firm of Pearson & Larson, general agents of the Northwestern Mutual Life for western Missouri, has been dissolved. Sam C. Pearson will remain in Kansas City as general agent for western Missouri succeeding the Pearson & Larson agency, and L. F. Larson has been of-



SAM C. PEARSON

ferred a general agency in another state. Both Mr. Pearson and Mr. Larson have been with the Northwestern Mutual for more than 20 years. Their partnership dates back to 1916 when they became general agents for the company in western Missouri with offices in Kansas City.

Mr. Pearson started with the Northwestern Mutual in the Chicago agency under Charles D. Norton, who was secretary to President Taft during his administration and later vice-president of the J. P. Morgan Company. He was general agent for the company in Joplin before coming to Kansas City. He is secretary of the General Agents' Association of the Northwestern Mutual, a position he has held for eight years, and a past president of the Kansas City Life Underwriters' Association.

H. A. MacKinney

H. A. MacKinney has been appointed general agent of the Pacific Mutual Life in Providence, R. I., succeeding the late F. R. Dooley. Mr. MacKinney is well known in Rhode Island as an insurance broker. For a number of years he was branch manager for the Aetna Life in the casualty department for Rhode Island and eastern Connecticut.

S. Carlisle Martin

S. Carlisle Martin, agency special for the Missouri State Life in the Indianapolis branch, has been appointed assistant manager of that branch. Mr. Martin became connected with the company in 1925 as an agency special in the St. Louis branch, and early this year

was transferred to the Indianapolis branch in the same capacity. He was formerly connected with the Connecticut Mutual in St. Louis and later with the Equitable Life of Iowa.

Red Frew

The Alabama National Life of Birmingham recently entered South Carolina, establishing headquarters at Greenwood in charge of Red Frew, formerly Birmingham branch manager of the American Multigraph Sales Company. South Carolina is the sixth state to be included in the company's field. The Alabama National Life is now in its 19th year.

Acacia Mutual Changes

James S. Shaw, who has been connected with the Seattle branch of the Acacia Mutual, has been appointed branch manager there. R. L. Barnwell, formerly an agent in the Fresno branch, has been appointed manager of the Oakland, Cal., branch.

Dennis B. Welch

Dennis B. Welch has resigned as secretary of Roanoke College at Salem, Va., to become district manager for the Shenandoah Life at Winchester. He had been secretary of the college since 1919. During the World War, he served as adjutant of the army post at West Virginia University. Mr. Welch is a graduate of Roanoke College and Princeton University.

Travelers Boston Changes

James D. Clare, who has been connected with the Travelers for 17 years, ten of them with the Boston office, and who is well known as assistant manager of the accident and life department there, has resigned that position and taken an agency contract with the company through the Boston office.

T. G. Murrell, who has had experience in both field and organization work and is now the assistant manager in charge of the Travelers branch at Waterbury, Conn., has been transferred to Boston as branch manager of the life and accident departments.

Donald C. Thomas

Donald C. Thomas is appointed agency supervisor of the Fort Wayne agency of the Connecticut Mutual under General Agent L. D. Fowler. Mr. Thomas is a graduate of Indiana University where he majored in life insurance. He has been forging to the front in the life insurance field at Fort Wayne. He was head of the life insurance department of one of the leading brokers' offices of that city.

John Nystul

John Nystul, formerly of Moorhead, Minn., but for the past year manager of the insurance department of the White Price Company, Minneapolis, has been appointed general agent for the Mutual Trust Life of Chicago at Fargo, N. D. Mr. Nystul will supervise the company's interests in southern North Dakota.

G. W. Burbidge

The Reliance Life of Pittsburgh has appointed as general agent in Salt Lake City, George W. Burbidge, a life insurance salesman there for several years past and at one time writing for the Beneficial Life of that city. The Reliance reopened its Salt Lake City office last summer.

C. A. Wolfram

The Connecticut Mutual Life, through its Cleveland general agents, Caulkins, Rosenbaum & Caulkins, has opened an east side branch at 100th and Carnegie avenues, Cleveland.

The manager of the new branch is Clarence A. Wolfram, who has been a special agent for the company for a number of years, and is well known among Cleveland underwriters. Mr. Wolfram is also vice-president of the

Cleveland Life Underwriters Association, and is responsible for several of its present activities.

J. W. Steenis

J. W. Steenis has been appointed manager of the Equitable Life of New York at Madison, Wis., to succeed E. H. Jones, who has been transferred to the Racine district.

The Madison district includes seven counties, Dane, Columbia, Sauk, Iowa, La Fayette, Green and Richland. Mr. Steenis went to Madison four years ago as field assistant.

A. T. Downey

A. T. Downey has been appointed state agent for South Dakota by the Royal Union Life. He will make his headquarters at Mitchell, S. D. Mr. Downey was formerly connected with the Minnesota Mutual and more recently

with the Central Life of Iowa. He has spent 17 years in the South Dakota field.

Wells & O'Keeffe

The general agency of Wells & O'Keeffe in Indianapolis, now representing fire and casualty companies, has taken the state agency of the Security Life of Chicago for Indiana and will plant agencies throughout the state. This agency has been making big gains in fire and casualty business and sees an opportunity for writing life insurance as well.

John H. D. Grannis has been appointed a representative of the W. R. Robinson general agency of the Missouri State Life at Philadelphia. He is a brother of Special Agent J. D. Grannis, Jr., of the Robinson agency. The new appointee is a civil engineer, who until recently was engaged in aircraft construction work for the United States navy.

EASTERN STATES ACTIVITIES

CLASS OF FIFTY GRADUATED

Notable Results Shown at Spring Session of New York University Life Insurance Training Course

NEW YORK, June 9.—A class of approximately 50 men and women was graduated here last week from the New York University life insurance training course at the close of the spring session. Attendance and class work during the session were decidedly above the average and a steady production of business was maintained in spite of the unusually large number of beginners, according to Vincent B. Coffin, who has just completed a most satisfactory first year as director of the training course. Enrollment continued at the high mark of the preceding years under Dr. Griffin M. Lovelace, now vice-president of the New York Life.

At a recent election the members of the present graduating class chose Hubert E. Davis of the Union Central as president and Nora P. Evans of the Bankers Life of Iowa as secretary. The course in taxation by Leon Gilbert Simon, who plans to offer a similar course again in October, is also nearing completion. Specific plans for the life insurance training course will be announced later in the summer, according to Mr. Coffin, who aims to bring the course into still closer relationship with the work of supporting general agents and thus make it more practical, particularly as regards production.

Wood Quits Federation Post

Joseph G. Wood, an Indianapolis attorney, has resigned as secretary of the Insurance Federation of Indiana, the Indiana Association of Insurance Agents and the Indianapolis Fire Insurance Agents' Association. Mr. Wood has also acted as secretary for Indiana Insurance Day since the idea was launched four years ago and has been very efficient in all his relationships with the insurance fraternity. He is resigning to accept a connection with an Indiana life company, announcement of which will be made later. He has been associated with the insurance law firm of Slaymaker, Merrell, Adams & Locke for the past six years and also teaches insurance law on the faculty of the Indiana Law School.

Trust Company Entertains Agents

The City Trust Company of Indianapolis last week gave a dinner to 15 life underwriters with whom it has been co-operating in the development of life insurance trust business. The group was addressed by W. A. Stark, assistant trust officer of the Fifth-Third Union Trust Company of Cincinnati and by Henry Beckwith of the Equitable Life of New York in Cleveland. Mr. Stark presented to the group a number of

sales arguments for life insurance trusts. He stated that the difference in net yield between a trust administered by a trust company, and the yield on funds left at interest with the insurance company is practically negligible. Mr. Beckwith stressed the danger marks he has discovered in selling this class of business, and indicated the points he has found useful in closing trust agreements.

Banquet for Rockwell Class

On Thursday night, June 16, the 65 graduates of the Rockwell School of Life Insurance Salesmanship just completing the course now being given in Cleveland, their wives or sweethearts and their general agents, will celebrate the occasion with a banquet.

A notable fact in connection with the school is that not a student has dropped out from the course and it is believed that each of the 65 students entering will satisfactorily complete the prescribed work necessary for a diploma.

Many requests have been made of Dr. Rockwell to have the course repeated in Cleveland yearly.

Cummings on Ohio Trip

Harold J. Cummings, assistant manager of the Minnesota Mutual Life, is on a trip through Ohio visiting the company's agencies in that state. He expects to make new general agency connections at Columbus and possibly at Youngstown while on this trip.

Life Man Heads Insurance Society

Peter A. Collins of the Boston office of the Penn Mutual Life was elected president of the Insurance Society of Massachusetts at its annual meeting. Mr. Collins is the first life man to head this society, which is made up for the most part of fire and casualty men.

Other officers elected were: Vice-presidents, Leslie E. Knox, Harley H. Hartford and William T. Jordan; recording secretary, Harold C. Read; financial secretary-treasurer, Byron M. Allen; directors for two years, Ambrose M. Murphy, Samuel J. Kraft, George W. Berry, Kenneth H. Erskine and Arthur W. Hollis; trustee for three years, James H. Carney; auditors for one year, Percy Upham, Edward A. Quain and Leo M. Slattery.

Honor Hoch at Marion

Fred W. Hoch, a representative of the Ohio State Life at Marion, O., has just celebrated his 15th anniversary with the company. In commemoration of the event, the Marion office is putting on a special campaign in June. Mr. Hoch has qualified for nine successive years as a \$100,000 man and last year was in the \$200,000 Club.

Drop Big Group Contracts

Bad business conditions for the particular firms are ascribed as the reason

ARE YOU READY FOR ADVANCEMENT?

HAVE YOU LOOKED FORWARD TO THE TIME WHEN YOU WOULD OWN YOUR OWN BUSINESS? HAVE YOU HAD THE AMBITION TO DO LARGER THINGS? WHY NOT CAPITALIZE YOUR ABILITY AND EXPERIENCE TO YOUR OWN ADVANCEMENT? BUILD YOUR OWN GENERAL AGENCY IN YOUR OWN CITY WHERE YOU ARE KNOWN. WHY NOT HAVE THE LARGER COMMISSIONS AND LONGER RENEWALS AND OVERWRITING COMMISSIONS ON THE PRODUCTION OF MEN YOU APPOINT.

WE HAVE SPLENDID GENERAL AGENCY OPENINGS IN MICHIGAN, ILLINOIS, OHIO, IOWA, MISSOURI, PENNSYLVANIA AND NEW JERSEY. IF WE HAVE NO AGENCY IN YOUR VICINITY, WRITE TO US.

WE OFFER YOU VERY DISTINCT ADVANTAGES

Splendid General Agency Contract, long term renewals.
All standard forms of policies, both participating and non-participating.
Liberal disability benefits.
Guaranteed Premium Reduction Coupons, beginning at end of first year, with further cash dividends each year after the second, making very low net cost.
Confidential communication is invited if you have a clean record and the ability to write insurance yourself and to develop a General Agency. You know your own ability and your own limitations. Can you measure up? Can you make this the turning point in your life, the door to the larger opportunity and larger income of which you have dreamed?

GIRARD LIFE INSURANCE COMPANY

Opposite Independence Hall
PHILADELPHIA, PA.

GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CAL:

ATTRACTIVE GENERAL AGENCY OPENINGS IN TEXAS

Now available with this Progressive California Company in connection with its plan to establish Direct General Agencies in Houston, Dallas, and other large cities in that field. Very liberal contracts and fine line of policies. Applications now being considered from men of successful experience and satisfactory records. If interested write or wire.

W. H. SAVAGE, Vice-President

Great Republic Life Building, 756 So. Spring Street
Los Angeles, California



COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident

Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company
400 Popular Life Forms

One Correspondent

One Contract
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California, Illinois.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

Exceptional Sales Opportunity

A NUMBER of National Life Salesmen have increased their earning ability by fifty percent through the National Life's popular low-cost policies. This same opportunity is open to you through a National Life Contract. An Iowa Corporation operating in twenty-five states. Correspondence invited.

National Life Association

Home Office: Des Moines, Iowa



Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

STANDARD ORDINARY AND INDUSTRIAL POLICIES

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
DR. EDWARD NOVAK, Medical Director

NYLIC INCENTIVES and AIDS TO SUCCESS

--NYLIC CLUBS--

THIRTY YEARS AGO the New York Life founded its D. S. O., the \$200,000 CLUB, as an incentive to Distinguished Service. It also provides every candidate with a definite, minimum, self-imposed task and yard-stick.

[Term insurance does not count. Semi-annual and Quarterly business is credited \$500 and \$250, per \$1,000, only as each premium instalment is paid.]

Every year since its foundation this Club has played an important part in the growth of hundreds of earnest agents.

Its greatest service has been to inspire average agents to reach, and remain on, a plane of success.

Last year 930 Nylc agents qualified for the \$200,000 CLUB with a total paid production of over 312 Millions and 236 of these agents paid for \$400,000 or more.

The CLUB has grown so large that the TOP CLUB, requiring a minimum of \$400,000, has recently been established.

To those capable of still bigger things the TOP CLUB offers another incentive of LEADERSHIP with special honor-rewards of the Presidency, 5 Vice-Presidencies-At-Large and 12 Departmental Vice-Presidencies for those who head the great list.

Annual Educational Conferences for Club members furnish inspiration as well as practical sales-and-service-information.

Club membership helps the agent's mental attitude and his professional equipment, while the larger production helps his pocketbook.

Is it any wonder that, measured by usual standards, Nylc agents are industrious, persistent, satisfied and happy?



New Home Office Building now being erected on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

346 BROADWAY, NEW YORK

DARWIN P. KINGSLEY, President

The Berkshire Life Insurance Co.

founded in 1851, has just completed its Seventy-Fifth Anniversary, with a substantial increase in new business over 1925. All previous records have been shattered. This great expansion is due in marked degree to the splendid spirit of co-operation between the Home Office and the Field Force.

Men contemplating entering the life insurance business would do well to communicate with this fine old Massachusetts company before definitely deciding.

BERKSHIRE LIFE INSURANCE COMPANY
PITTSFIELD, MASSACHUSETTS

for the action of the American Woolen Co., the American Bosch Magneto Co. and the American Writing Paper Co. in recently dropping the group insurance carried on their respective employees. The American Woolen was the most

recent to give such notice to its employees. Efforts to have the company adopt the salary deduction plan proved of no avail. Many thousands of employees and a large volume of insurance has been affected by the cancellations.

IN THE MISSISSIPPI VALLEY

ILLINOIS BUSINESS GIVEN

Assessment Life Insurance Written in the State Last Year—Leading Companies Are Given

The assessment life business written in Illinois last year by Illinois companies amounted to \$31,643,783. There was terminated \$26,648,761, leaving in force \$101,381,281. The American Benefit Life of Springfield, which has assets of but \$7,110, wrote last year \$12,582,000, and terminated \$7,475,911 and has in force \$7,510,000. It does business only in Illinois. The Bankers Mutual Life of Springfield wrote \$1,949,500 in the state, terminated \$1,556,500 and has in force \$11,074,000. The Globe Mutual Life of Chicago, which is an industrial company, wrote \$5,740,311, terminated \$5,015,852, and has in force \$25,106,741. The Illinois Bankers Life wrote \$5,201,352, terminated \$8,019,907, and has in force \$38,964,032. The only other company writing \$1,000,000 in the state was the Western Life of Chicago, which wrote \$1,733,839, terminated \$645,159 and has \$4,157,657 in the state.

The outside assessment companies wrote \$8,124,451 in the state, terminated \$5,397,498 and have in force \$22,140,453. The entire assessment business written in the state last year amounted to \$39,765,234. There was terminated \$32,046,259, and there is in force \$123,521,734. Of the outside companies the Mid Western Life of Gary, Ind., wrote the largest business, it being \$4,244,951. It terminated \$1,988,998, and has in force \$2,245,953. The Guarantee Fund Life of Omaha, wrote \$2,092,500, terminated \$1,786,500 and has in force \$7,846,500.

High Six-Month Average Made

R. E. Spaulding, Chicago general agent of the Mutual Life of New York, announces that from Dec. 1, 1926, to June 1, 1927, his office paid for \$6,163,150 of new business, or an average of \$1,027,160 a month. The office expects to do \$1,500,000 during June.

Large Annuity Premium Paid

The Chicago general agency of the Manhattan Life of New York, which is headed by M. D. Johnson and J. M. Crume, is in receipt of a check for \$30,851 for payment of the premium on a \$10,000 deferred annuity policy. The check is one of the largest for this kind of policy reported by a Chicago agency in several months.

J. A. Whitmore on Tour

James A. Whitmore, agency manager of the Phoenix Mutual Life, is visiting the Chicago branch office of his company this week. Mr. Whitmore is on a tour of the company's agencies and will go to St. Louis from Chicago. Robert Judd is the manager of the Chicago office.

Fred D. Silber to Speak

Fred D. Silber, member of the law firm of Silber, Isaacs, Silber & Woley, Chicago, and general counsel for the Western Insurance Bureau, is to address the Samuel Heifetz agency of the Mutual Life of New York in Chicago, June 20. His subject will be of interest to the agents and heavy attendance is expected.

Des Moines Course on Trusts

Nearly 100 life agents in Des Moines are enrolled in the lecture course on life insurance trusts recently opened, which

is being conducted by Clyde H. Doolittle, trust officer for the Des Moines National Bank. The school is to be repeated at a later date to accommodate other underwriters.

General Agent to Be Appointed

Officials of the Kansas City Life will be in Chicago on June 15 to appoint a successor to Mark B. Lockyer, who recently died. Since Mr. Lockyer's death Ludlow S. Sherwood, who was associate manager of the office while Mr. Lockyer was alive, has been in charge.

Agents Hear Sales Expert

R. E. Runzheimer of the research division of the LaSalle Extension University, Chicago, was the principal speaker at the Herman Hintzpetter Chicago general agency of the Mutual Life of New York Monday. His subject was "Using Horse Sense in Selling." Mr. Runzheimer made a vigorous talk on the agent's starting a story at the beginning and developing it logically when he is talking with a prospect. "The 'why' of the story must precede the 'what' of the story," he said, "and the 'how' must be next. The 'what' of the

story, which is the part that tells the prospect what you have that fits his needs, should be the last part of the story." He said that if the first two parts of the story have been properly told the sale in most cases closes itself.

Hold Proceeds Tax Exempt

In answer to a question as to whether or not proceeds of a life insurance policy payable to charitable institutions are exempt from inheritance taxes in Wisconsin, the Wisconsin tax commission has given an opinion that such insurance is exempt.

Quoting from the statute which reads, "All property transferred to corporations of this state organized under its laws solely for religious, charitable, or educational purposes, which shall use the property so transferred exclusively for the purpose of their organization with the state shall be exempt," the commission said that under this provision it has no doubt that insurance payable to the corporations described is exempt from the inheritance tax.

G. K. Sargent Visits Chicago

Vice-President George K. Sargent of the Mutual Life of New York is making a two day stop in Chicago this week on his way to the company's field convention in Seattle.

Increase of \$300,000 Made

The Samuel Heifetz general agency of the Mutual Life of New York at Chicago wrote \$1,104,000 in May this year. This is an increase of about \$300,000 over May of last year.

IN THE SOUTH AND SOUTHWEST

TEXAS RATE PROBE ORDERED

State Senate Directs Insurance Commission to Investigate Charges for Life Insurance, and Report Back

AUSTIN, TEX., June 9.—Investigation of life insurance rates in Texas will be made by the state insurance commission, which is to report its findings to the senate, as the result of the passage in the senate of a resolution by Senator Fairchild of Lufkin. Exceptions were taken by Senator Floyd of Paris to a statement that life insurance rates have not been changed in many years. Senator Floyd declared companies are constantly changing their rates.

The resolution, after reciting that rates on other classes of insurance are regulated by the commission, alleges that in life insurance "the rates of 20 or 30 years ago are now applicable in Texas," and that "records and reports from the different health departments, etc., show that the average human life has been extended many years during the last two decades and with this extension it seems that the life insurance rates are unchanged. Therefore, be it

"Resolved, That the insurance commission of this state make an investigation as to the rates charged for life insurance in Texas and determine as to the reasonableness of these rates, and if they are found to be unreasonable make a complete report as to their findings with reference to the unreasonableness of the rates and take such action and make such advice as will enable the Texas legislature to correct this condition and provide for reasonable rates for carriers of life insurance policies."

Texas life companies say they will cooperate with the commission to the fullest extent in the investigation. They say the insurance commissioner has the data the legislature wants and could submit it at the present special session.

Atlantic Life's "April Shower"

The "April Shower" campaign of the Atlantic Life was very successful. Fifty agents participating in it qualified for

testimonial awards to be presented soon by President Saunders. To qualify agents had to write not less than \$10,000 or place insurance on at least five lives in April and to pay for it by June 1.

Kentucky Field Men Meet

About 35 Kentucky general agents and field men of the International Life of St. Louis attended a conference held in Louisville last week. White L. Moss of Louisville, state manager for Kentucky, presided over the session. Commissioner Saufley, who was a guest, paid high tribute to the company and its representatives. He termed life insurance the most important financial investment any person can make. Vice-President W. F. Grantges told of the company's efforts to speed up its service to agents. He recounted the growth of the company in the past 19 years since he first became connected with it. The afternoon session was devoted to discussion of selling methods and a banquet was held in the evening.

Aetna Life Tennessee Meeting

The Aetna Life agents of Tennessee had a one-day session at Nashville the past week. General Agent H. B. Alexander explained to the visiting agents the prize offered to the agent selling the most insurance from March 25 to June 2, reporting that four Nashville men, Sol E. Dryfus, Dr. D. Bailey, J. E. Yowell and Robert H. Fite, were leading. After the business session the visitors were guests of Mr. Alexander at dinner in his home.

Confer on Return of Money

Interest of life underwriters of Oklahoma is attracted to a conference called by Jesse G. Read, Oklahoma insurance commissioner, to determine the disposition of money received by Mrs. Melvina Read of Cushing, Okla., from four life companies. The money was paid to Mrs. Read on the death of a man she supposed to be her husband, C. F. Read, at Medicine Lodge, Kan., last April. The beneficiary received \$10,000 on four policies in the Bankers Life of Iowa,

National Aid Life, Oklahoma City; A. O. U. W. of Kansas, and the Modern Woodmen. A doubt has now arisen as to the identity of the man who was buried last April. She says she is satisfied there was a mistake, and is sure C. F. Read is still living. Consequently she wants to return the money, less \$1,170 paid out for funeral expenses.

Harry Houghton, president of the National Aid, which paid one of the claims for \$1,000, declared he was positive in his identification of the dead man. Under those conditions he was unable to receive the money unless positive proof is given that the man actually lives.

Mutual Life Club Elects

Ed Anderson of Stillwater was elected president of the Mutual Life Agents Club at an agency meeting Saturday at Oklahoma City, and E. C. Rowe of Norman, secretary. The meeting was conducted by E. Guy Owens, general agent. Raymond Tolbert, Dr. C. O. VonWedel and Wilbur Holleman were speakers. The event concluded with a picnic.

Passes Million for Year

The American Provident Life of Houston has passed its first million of written business for 1927. The company was organized last fall by interests connected with the Cravens, Dargan & Co. of Houston and began business Oct. 14. The total business since organization is \$1,600,000.

Alabama National's Record

According to figures recently published by the American Life Convention covering the operations of 138 member companies, the Alabama National Life of Birmingham enjoyed the highest percentage of increase in insurance in force for the year 1926. The Alabama National Life had, on Dec. 31, 1926, insurance in force amounting to \$18,554,000. This represented a net gain of insurance in force of \$5,630,000 for the year, or 43.6 percent. The average increase for all companies in the American Life Convention was 12 percent. New paid-for insurance in 1926 amounted to \$7,849,908, an increase of 96 percent over 1925. Officers of the company stated that the insurance written the first three months of 1927 exceeds the corresponding period of 1926 by over \$1,000,000. The Alabama National Life is now in its 19th year.

Oklahoma Business Increased

The ratio of life insurance written in Oklahoma for the year ending April 30, 1927, to the same period in 1926 was 105 per cent, figures released by Commissioner Jesse G. Read reveal. New life insurance written in the state in April reached \$9,652,000. The increase of business for the first four months of 1927 was 101 percent over that of the first four months of 1926.

Post Office Fraud Order Issued

A post office department fraud order has been issued against Warren E. Hamilton of East St. Louis, Ill., who was recently indicated by the federal grand jury for the eastern district of Illinois on charges of using the mails to defraud. The charges grew out of his management of several small mutual life and accident insurance companies, which the authorities have described as "burial societies."

Hamilton had bought 11 small mutual life and accident companies and is charged with unlawfully assessing the members of certain of the companies to make up the losses of other companies. He was vice-president of the Monarch Life, headed by Former Referee in Bankruptcy Charles B. Thomas, but that company did not figure in the investigation that led to the charges and had nothing to do with the companies involved.

The fraud order named Hamilton as secretary and treasurer of the Atlantic-Pacific Protective League, Central Mutual Union and Jefferson Mutual Union.



"THE FRIENDLY COMPANY"

Confidence

Confidence in one's self is probably the greatest contributing factor to success in anything. To believe in yourself you must believe in your company and in the service your company has to offer.

The Friendly Company's greatest claim is that no field man in her employ has ever put forth an honest effort and failed. It is the business of the Agency Department of this Company to believe in you and make you believe in yourself. It will pay you to investigate our self-confidence stimulating methods and be friendly with the

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA

Opportunities in Indiana, Illinois, Ohio, Michigan
Tennessee, Arkansas, Iowa, California and Texas

What Every Insurance Man Knows!

The purpose of all insurance is to protect surplus earnings.

Life and Accident insurance protects future surplus earnings.

Property insurance—fire, liability, etc., protects past surplus earnings—accumulated wealth.

The well-informed agent can give service on all lines.

The well-managed organization can underwrite all lines.

The Continental agent and the Continental organization are multiple-line in principle and practice.

Continental Casualty Co.
The Continental Assurance Co.

H. G. B. ALEXANDER, President

CHICAGO, ILLINOIS

ASK ME ANOTHER

- Why do so many life insurance agents lose their renewals?
Answer: Because of the General Agency System and unfair agent's contracts.
- What life insurance company has abolished the General Agency System, offers all its agents AN EQUAL OPPORTUNITY and plays no favorites?
Answer: The Columbus Mutual Life Insurance Company.
- Does the Company protect its agents Renewal Interests?
Answer: Yes, it gives VESTED NON-FORFEITABLE RENEWALS.
- Where can I find an endowment policy that returns the savings, if the insured dies, INSTEAD OF USING THE POLICYHOLDER'S OWN MONEY TO PAY HIS CLAIM?
Answer: PERFECTED ENDOWMENTS sold by The Columbus Mutual return the excess of the endowment premium over the ordinary life premium in the event of death.
- Is it possible to purchase insurance at a lower cost if bought in quantities?
Answer: A SPECIAL PREFERRED RISK POLICY issued by The Columbus Mutual sold only in amounts of \$5,000 and over gives the policyholder the advantage of the reduction in overhead and shows a surprisingly low net cost.
- Is it possible for a life insurance company to pay liberal commissions to agents and at the same time furnish low cost insurance to policyholders?
Answer: Yes, but such companies are almost as scarce as "hen's teeth." Many companies pay high commissions, quite a number furnish low cost insurance, but the combination seems almost impossible to attain. The Columbus Mutual is an outstanding example of such a company.

For further information address

The Columbus Mutual Life Insurance Company

580 E. Broad Street, Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

\$300,000,000
in force

\$50,000,000
in assets

100%
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OPPORTUNITIES
NOW
for
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1868 1927

NATIONAL LIFE INSURANCE COMPANY OF THE UNITED STATES OF AMERICA
A. M. JOHNSON, Chairman of the Board CHICAGO ROBERT D. LAY, President

PACIFIC COAST AND MOUNTAIN FIELD

COLORADO PROVISIONS LAW

New Statute Specifies Certain Features That Must Be Contained in Life Insurance Policies

The Colorado legislature passed a standard provisions act requiring certain features to be in a policy. The text is as follows:

(1) A provision that all premiums shall be payable in advance either at the home office of the company, or to an agent of the company, upon delivery of a receipt signed by one or more of the duly authorized officers, unless the first payment is set forth in the policy, in which case the policy itself shall be a receipt.

Incontestable Clause

(2) A provision that the policy shall constitute the entire contract between the parties and shall be incontestable after it shall have been in force during the lifetime of the insured for two years from its date, except for non-payment of premiums and except for violation of the conditions of the policy relating to naval and military service in time of war, or other prohibited risks, and at the option of the company provisions relative to benefits in the event of total and permanent disability and provisions which grant additional insurance specifically against death by accident may also be excepted.

(3) A provision that no statement made by the insured shall avoid the policy unless it is contained in a written application and a copy of such application shall be endorsed upon or attached to the policy when issued.

Misstatement of Age

(4) A provision that if the age of the insured has been misstated, the amount payable under the policy shall be such as the premium would have purchased at the correct age.

(5) A provision which shall fulfill the requirements of Section 2522 of the compiled laws of Colorado, 1921. This provision shall not be required in non-participating policies.

(6) A provision which shall fulfill the requirements of Section 2523 of the compiled laws of Colorado, 1921. This provision shall not be required in term insurance of twenty years or less.

Table of Loan Values

(7) A table showing in figures the loan value, if any, and the options available under the policies each year upon default in premium payments, during at least the first 20 years of the policy or during the life of the policy, if less than 20 years, beginning with the year in which such values and options become available.

(8) A table showing the amounts of installments in which the policy may provide its proceeds may be payable.

Provision for Grace

(9) A provision for a grace of one month (not less than 30 days) for the payment of every premium after the first year which may be subject to an interest charge during which month the insurance shall continue in force; Provided, that if the insured shall die within the month of grace the unpaid premium for the current policy year may be deducted in any settlement under the policy.

Any of the foregoing provisions or portions thereof relating to premiums not applicable to single premium policies shall to that extent not be incorporated.

Brokers Must Have Life License

Bill 701 backed by the life underwriters associations of California, has received the signature of Governor Young. This bill, which compels a general insurance broker to obtain an agent's license from a life company before being permitted to place life insurance, was designed to prevent general brokers who devote most of their time to fire and miscellaneous business picking up an occasional life policy after the business had been created by a legitimate life insurance specialist.

COCHRANE LOST FIRST ROUND

Actual Trial of Colorado Commissioner Before Civil Service Commission Deferred for Week

DENVER, COLO., June 8.—Jackson Cochrane, state insurance commissioner, lost the first round at the opening of a hearing before the civil service commission on charges seeking his removal from office. Attorneys for Charles T. Fertig, state fire rater and president of the State Civil Service Employees Association, who preferred the charges, moved to strike paragraph 10 from Mr. Cochrane's answer. The motion was granted by the civil service commission without argument by attorneys. This paragraph had attempted to show that Mr. Cochrane, in his official capacity, had saved the state \$650,000 in insurance taxes, that he had befriended innumerable widows and orphans, and that he had settled 1,409 insurance claims through his office without court action.

Answer Held Irrelevant

The civil service commission held that the paragraph was irrelevant and had nothing whatever to do with the charges, which dealt only with Mr. Cochrane's violation of civil service regulations as regards employees. After the commission had disposed of the motion the actual trial of the charges was postponed for a week. H. E. Luthe, attorney for Mr. Cochrane, asked for the postponement, saying that Mr. Cochrane had cut his finger and that he was

threatened with blood poisoning.

Writing Non-Medical Business

The Inter-Mountain Life of Salt Lake City is now writing non-medical business in Utah, Idaho, Oregon, Washington, Wyoming and Nevada. Under the laws of Arizona no company is permitted to write non-medical insurance. The privilege is granted the general agents of the Inter-Mountain Life who have been in the service of the company not less than six months and have written in the aggregate not less than \$50,000 paid-for business on at least 20 individual lives. It is granted to other agents who have been in the service of the company not less than six months and have written in the aggregate not less than \$25,000 paid business on 10 individual lives.

Capitol Life's Coast Conference

B. M. Casley, superintendent of agencies for the Capitol Life of Denver, was the guest of honor at a conference of Oregon and Washington representatives of the company at Portland, Ore., which ended in a banquet and trip over the Columbia River Highway.

Hearing on Assessment Companies

SAN FRANCISCO, June 7.—A hearing on assessment life insurance concerns, whether already organized or in process of organization, has been called by Commissioner Detrick for June 14, for the purpose of discussing and working out suitable rules and regulations for their conduct. The number of new applications for these organizations has been unprecedented, according to the department, and is rapidly becoming a problem. Recent legislative action which sought to have some new regulatory measures on assessment concerns enacted into law failed.

IN THE ACCIDENT AND HEALTH FIELD

HAZARDS OF GOLF ARE SHOWN

Analysis of Accident Claims Paid by Travelers Shows Dangers Lurking on Links or Diamond

HARTFORD, June 8.—An announcement by the Travelers shows that golf, generally considered so safe and tame, is really perilous to life and limb. In analyzing the 33,303 accidents for which the company paid a total of \$4,457,733 in 1926, actuaries discovered that golf was responsible for a total of 421 mishaps which resulted in the payment of \$61,995. This sum represented the largest amount paid for any class of sport or recreational casualties.

Actuaries found that life on the links is the third most dangerous sport as far as accident frequency is concerned, and even the "19th hole" would appear to hold great hazards, for 12 persons were cut on sharp instruments, and the statement naively explained that these sharp instruments were bottles. Struck by lightning also is not an uncommon golfing accident. "Storm comes up—players get under trees—lightning does the rest," was the laconic explanation. Splinters, bites by insects, collisions with inanimate objects, falls over objects and poison from shrubs all contributed their share to the total of links accidents.

Under the designation foreign particle in eye, six golfers among the hundreds of thousands of Travelers policyholders collected \$5,349. This included two caused by a golf ball striking the eye, claims of \$2,500 each for loss of sight. The most prevalent accident on the links, however, would appear to be slipping or falling on uneven ground, probably into bunkers or sandpits, 243 victims of this mishap having received \$38,622.

Baseball led all sports and recreations as far as accident frequency was concerned during the year, having been responsible for 634 accidents and payments of \$38,150, while accidents under the

classification in country or woods was second with 517 and payments of \$61,775.

Plans Life Division

The Southern Travelers Association of Dallas, Tex., now in its sixth year in the health and accident business, has in contemplation the organization of a life division under the Texas fraternal benefit statute. When the organization is completed it is planned to consolidate the two concerns under the name of the Southern Travelers Benefit Association of America, to write life, accident, health and a benevolent fund for burial and educational purposes.

New Company in Dallas

The Universal Life & Accident of Dallas has been granted a charter by the Texas department. Its capital is \$25,000.

Poison Liquor Death Held Accident

Lyle Bergeron, who died in Sioux City, Ia., in 1925 from drinking poison liquor, partook of it without knowledge of the poison and therefore died an accidental death, a federal court jury held in awarding Bergeron's widow judgment for \$8,326 against the Travelers. Bergeron carried a policy for \$7,500. The additional money awarded the plaintiff was interest.

National L. & A Promotions

The National Life & Accident has promoted H. N. Lederman of Pittsburgh, A. J. Slone of Houston, Tex., No. 2, and D. W. Danforth of El Paso, Tex., to superintendents in their respective districts.

Limits Weekly Indemnity

The United States Fidelity & Guaranty is now limiting its weekly sickness indemnity under all forms of disability policies to \$50 per week when the policy is issued on any of the regular forms without waiting period. The company will not participate in any risk that is already carrying \$50 or over of weekly sickness insurance, nor will it participate in any risk where the aggregate of health insurance carried with the United States Fidelity & Guaranty and

with any other company or companies aggregate over \$50 per week, except that any person applying for more than \$50 of weekly sickness indemnity will be considered for indemnity not exceeding \$100 if the policy is to be subject to a waiting period of not less than two weeks and physical examination of the applicant can be made at the company's option by a physician of the company's selection.

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Goodall with First National Mutual

J. A. Goodall, who was formerly connected with the Bankers Accident of East St. Louis, recently became secretary and general manager of the First National Mutual of Chicago, a health and accident company. The other officers of the company are: President, Samuel H. Anschell; vice-president, Stanley D. Tilney; treasurer, Harry J. Fireman. The First National Mutual was chartered in 1923 but did not begin active business until several years later. It is expected that under the new management the company will make rapid progress. New policy forms are being prepared and plans are made for more aggressive development. The company writes health and accident and burial insurance. It was organized under the 1915 mutual act of Illinois. The home office is in the Monadnock block, Chicago.

NEWS OF FRATERALS

YEOMEN REPORT IS UPHELD

Federal Judge Approves Referee's Findings—Praises Order for Change to Sound Actuarial Basis

DES MOINES, June 9.—United States District Judge Wade ended more than two years' litigation in the Brotherhood of American Yeomen suit by issuing a decree upholding the referee's report, announced last week. The decree declares that the brotherhood's increased assessment on Form "A" insurance is valid and that the officers of the society have not erred in their transactions in connection with it.

Judge Wade's decree upholds Referee Stewart's finding that the plaintiffs had forfeited their membership by failure to pay the assessments and had no right to maintain an action for an accounting. The judge added that evidence was insufficient even had the plaintiffs been empowered to carry on the litigation.

The decree compliments Yeomen officials for causing "a change from an actuarially insolvent society in 1917 to a thoroughly solvent and successful going order and society in 1926 and 1927." Before the increase, the referee found, the actuarial solvency of the company, insofar as the elder members was concerned, was only 31.74 percent, by nationally accepted insurance tables. The increase, he said, brought its actuarial solvency to a sound figure.

LICENSE REVOKED IN ERROR

Court Finds Modern Woodmen of America Is Legally Solvent Under Insurance Laws of Pennsylvania

HARRISBURG, PA., June 9.—Holding that under Pennsylvania's insurance laws the Modern Woodmen of America is legally solvent, the Dauphin county court has ruled that the insurance commissioner was in error when the society's license was revoked by Einar Barford, former commissioner, late last year. Appeal was taken on December 8,

*"Honestly, It's the
Best Policy"*
1900-1927

Splendid Opportunities Exist in

NORTH CAROLINA

for wide-awake producers as

District Agents

for a strong

Southern Company

A Home Office Supervisor is now assisting agencies in this State. Many other "Atlantic Advantages" are available.

T. B. HARRISON, *Gen'l Agent*

Charlotte

G. D. RICHARDSON Co., *Gen'l Agents*
Raleigh

E. R. HARRISON, *Gen'l Agent*
Winston-Salem

W. C. WOODARD, *Gen'l Agent*
Rocky Mount

H. B. CROSLAND, *Gen'l Agent*
Asheville

ATLANTIC LIFE INSURANCE CO.

Richmond, Virginia

A SMALL COMPANY

Wants a Few Good Men

A small company with only \$10,000,000 in assets and with approximately \$90,000,000 of insurance in force wants a few good general agents.

It so happens that the rates of this company are as good as those of the giants. The policy contracts, both life and accident and health, are thoroughly modern in every respect.

Usually, the men who come with this company stay put, and a surprisingly large portion of its new general agents succeed. Perhaps one reason for this is that the company is small enough to permit a close personal relationship between all agents and the Home Office.

This company is not operating in every state in the Union—only twelve, in fact—but will consider going into any state where a real state agent or general agent can be secured.

If you are big enough to represent a small company we suggest that you write to us for the real facts in the case. Address B-9, Care The National Underwriter.



C. H. SIMPSON

**Just three
good openings**

Springfield, Ill.
Cincinnati, O.
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Mich.

C. H. SIMPSON'S General Agency renewal income alone undoubtedly exceeds the salary of the President of the largest bank in the State of North Dakota—mainly because he has stuck seventeen years, first, as our Special Agent and, later, as State Manager of North Dakota, worked hard and succeeded.

Yes, there is a chance for you, too, either in Mr. Simpson's or the Company's organization, if you will write to

**THE
MINNESOTA MUTUAL LIFE
INSURANCE COMPANY**

SAINT PAUL, MINNESOTA

Now a \$133,000,000 company

You Who Seek Opportunity

Opportunity exists always for those who seek success and satisfaction in life insurance field work.

During 84 years the first American legal reserve mutual life insurance company has been served and built to greatness by men who found both success and satisfaction in so doing.

This company writes all standard forms of insurance and annuities on both men and women. Age limits 10 to 70.

Those who contemplate life insurance field work are invited to apply to

**The Mutual Life
Insurance Co.
of New York**

34 Nassau Street

New York, N. Y.

1926. During the period while the court was studying the appeal, permission was granted the society to transact business in the state.

When the commissioner revoked the license he held that his examination disclosed the society to be less than actuarially solvent. When the Dauphin county court announced its opinion it said the Pennsylvania law permits organizations to be less than 100 per cent actuarially solvent when the right is reserved to assess members for the purpose of paying matured claims.

Testimony produced at the hearing, which the state did not dispute, showed the Modern Woodmen to have a treasury balance of \$40,000,000 in excess of matured liabilities. The court said each society was considered legally solvent when its funds were equal to or in excess of matured liabilities.

"We fail to find," the court said, "in the act the requirement of such solvency as contended for by the respondent, but from the facts we do find that the petitioner stands the test as laid down by the act in that the funds in its possession are in excess of its matured liabilities and therefore it is legally solvent."

LEADING FRATERALS IN ILLINOIS FIELD

The fraternal have in force in Illinois \$1,041,292,314. They received in premiums last year \$21,530,413 on Illinois business and paid in claims \$15,769,650. In addition the infantile branches of fraternal have in force \$12,563,227 in the state. The fraternal having over \$25,000,000 in force in Illinois are the Catholic Order of Foresters, \$30,599,000; Modern Woodmen of America, \$286,127,500; Mystic Workers, \$38,068,393; Royal Neighbors of Rock Island, \$111,126,250; Womens Catholic Order of Foresters, \$27,633,863; American Insurance Union, \$27,234,882; Knights of Columbus, \$40,540,101; Order of United Commercial Travelers, \$26,130,000; Security Benefit of Topeka, \$32,064,244.

Again Introduces Fraternal Bill

Senator A. E. Wood has introduced in the special session of the Texas legislature a bill affecting fraternal. It is the same measure introduced at the regular session. At that time it passed the senate but died on the house calendar. The bill provides that all statements except statements which materially affect the risk made by the insured in any application or medical examination shall, in the absence of fraud, be deemed representation and not warranties, and that any policy or certificate shall be incontestable after two years from its date, except for non-payment of premium, assessments and dues, provided the insured is a member in good standing of the society. If the society fails to pay claims within 10 days after proof of death has been made, such society shall be liable to pay the beneficiary, in addition to the amount of the loss, 12 percent damages, together with a reasonable attorney's fee. If the insured misstates his age, the amount payable shall be such as the premium paid would have purchased at the correct age.

W. O. W. Officials Answer Charges

General and specific denials of the various charges contained in the suit brought by W. B. Price of Lincoln to set aside the sale of the Woodmen of the World headquarters building, and to have Messrs. Fraser, Yates and Bradshaw deposed as officers of the fraternal are made by the defendants in the answer just filed. The officials denied that they had any financial interest in the Woodman Building Corporation, final purchaser of the building, that the sale involves any financial loss to the order, or that they were interested in or worked for the insurance bill introduced at the last session of the legislature that would have permitted it to become a legal reserve life company.

A general denial questions the right of the court to suspend the officers or supervise an election of their successors and challenges the legal capacity of Mr. Price to maintain the action. Mr. Fraser alleges that shortly after he took office Mr. Price presented a claim for \$5,000

for services he asserted he had rendered a former sovereign commander, but that payment was refused by the executive council. He also charges that after Mr. Price left the Woodman Circle as attorney, he asked and was denied a place on the legal staff of the Woodmen of the World.

Disappearance Rule Up Again

The Modern Woodmen again have asked the Nebraska supreme court for legal recognition of the by-law that disappearance for seven years shall not operate as a legal assumption of death of a member, but which requires that assessments must be paid until the full term of the member's expectancy of life has expired. In a former case, some five years ago, the order was defeated. The present appeal differs from the former in that the first case was that of a member who had received his contract before

the by-law was adopted, and the instance case is one where it was a part of his contract. The beneficiary won in the lower court.

The Woodmen attorneys insist that the supreme court of Illinois, where it is incorporated, having upheld this by-law, the Nebraska court must give it full faith and credit. The court in the previous case held to the ancient rule that seven years' unexplained absence is a legal presumption of death.

Canadian Fraternal Elect

A. P. Van Semeren, Bantford, Ont., was elected president of the Canadian Fraternal Association at its meeting in Toronto last week. William F. Montague, Hamilton, was elected secretary-treasurer. Representatives of most of the fraternal associations of the Dominion attended the meeting.

John Hancock Changes

The following have been promoted by the John Hancock from agents to assistant superintendents in the districts of their service:

Paul A. Baseler, Louisville, Ky.; Robert M. Hill, Burlington (Barre, Vt., detached); Hugh L. Johnston, Canton, O.; Robert R. Snyder, Dayton, O.; Frank A. Martine, Yonkers, N. Y.; Joseph H. Hartman, Toledo; William R. Trower, Jr., St. Louis 2; Adolph H. Kroeger, Davenport, Ia. (Moline detached); Frederick R. McKenzie, Flint, Mich.; Alfred L. Harker, Davenport; Earl D. Fields, Fort Wayne, Ind.; Albert May, Chicago 5; John Herman, Detroit 1.

Promoted and transferred are: Cyril J. Kennedy, from agent at Des Moines, Ia., to an assistant at Cincinnati 2; Gustav T. Erickson, from agent at Chicago 7, to an assistant superintendent at Chicago 1; George Propper, from agent at Long Island City, to an assistant at Mt. Vernon, N. Y.

Assistant Martin W. O'Brien is transferred from Flint, Mich., proper, to Owasso detached of same agency.

Western and Southern Meeting

Field men of the Western & Southern Life gathered in Cincinnati last week to celebrate the 20th anniversary of Superintendent of Agencies Samuel H. Smith's connection with the company, with which he started as an agent in the spring of 1907. Superintendents from many cities were present. The visiting delegates were entertained by President W. J. Williams at luncheon Thursday and afterwards attended the baseball game. In the evening a dinner was given in honor of Mr. Smith, attended by all division field superintendents, their wives, veterans of the company and the entire official family from the home office. Superintendents' conferences and business meetings took place Friday.

WITH INDUSTRIAL MEN

CHANGED ATTITUDE IS SHOWN

Companies Feel Responsibility as Trustees According to Speakers Before American Institute of Actuaries

At the annual meeting of the American Institute of Actuaries in Toronto last week, the question "What recent developments have occurred in industrial insurance in the United States and Canada?" was introduced for informal discussion. The discussion was participated in by J. A. Campbell of the London Life, J. H. Herman of the Metropolitan Life and J. F. Little of the Prudential. Each speaker emphasized the extent to which industrial insurance had developed in recent years, the most important of which is probably the changed attitude of the companies towards their industrial policyholders. The companies are more and more adopting an attitude of trusteeship and are imbued with the idea that the industrial companies are holding in trust huge funds for the benefit of their industrial policyholders. The direct result of this attitude on the part of the companies has been an astonishing liberalization of the terms of industrial policies. In recent years large increases have been made in the guaranteed benefits under industrial policies and large sums have been paid out in dividends, in many cases dividends being paid on policies which were originally written on a non-participating basis.

Expense Ratio Has Declined

An analysis of the expense ratios of the industrial companies shows that the expense ratios have steadily declined, on any reasonable basis of comparison. A result of the developments referred to above together with favorable economic conditions have been that the average amount of the industrial policies in force has materially increased and this increase in the average size of the industrial policy also the increase in the amount of industrial insurance in force is proportionately as great as in the case of ordinary business.

The speakers also referred to the very considerable development in the field of health. The distribution of health literature and the provision of nursing services for the benefit of industrial policyholders are comparatively recent developments which are having a considerable effect, the results being apparent in a notable decrease in the mortality rate among industrial policyholders which decrease has in a large measure made possible the great liberality which is being shown industrial policyholders by the companies concerned.

News of the Prudential

Frederick J. Roemer, an agent in the Utica No. 1 district of the Prudential, rounded out 35 years of continuous service on June 4. He entered the service of the company at Utica, where he has remained for the entire time.

The following have been promoted to assistant superintendents: Ralph B.

Mason, Hinton, W. Va., detached of Charleston, W. Va., district; Cecil D. Leachman, Clarksburg, detached of Fairmont, W. Va., and Thomas E. Roan, Cleveland No. 2.

J. Howard Brine, who has been the superintendent at Harrisburg No. 2 district since it opened on Dec. 14, 1925, has been transferred to the Washington, D. C., No. 1 superintendency. Albert A. Yost, formerly assistant superintendent at Harrisburg No. 1, has ascended to the rank of superintendent, taking over the Harrisburg No. 2 district. Mr. Yost's entire Prudential career has been passed in Harrisburg.

Marion P. Bush, formerly an agent of Harrisburg No. 1, Pa., is promoted to be an assistant superintendent in the same district. His record of service dates back to Sept. 28, 1917, when he took an agency at Hanover, Pa., detached from the York district. He was transferred to an agency at Harrisburg No. 1 March 2, 1926.

Simon S. Van Guns Dead

NEW YORK, June 9.—Simon S. Van Guns, a pioneer in the industrial insurance field and a retired manager of the Metropolitan Life, died here at his home

NEWS OF LOCAL ASSOCIATIONS

SEATTLE SEEKS CONVENTION

Move Launched at Sales Convention to Secure National Gathering of Life Underwriters

SEATTLE, WASH., June 9.—When the life insurance underwriters of the Pacific Northwest meet here for their annual sales congress this week, an effort will be launched to bring to this state the national convention of life underwriters. The movement to gain for this city and the state the national convention has already gained considerable indorsement from the life underwriters' associations throughout the Pacific Coast territory.

Among the prominent life insurance men scheduled to speak are Herman Binder, general agent of the Massachusetts Mutual Life, San Francisco; Ernest B. Wilkes, vice-president of the Metropolitan Life; Carlton Walker of the Phoenix Mutual; Leslie F. Rice of the Equitable Life; W. C. Schuppel of the Oregon Life, author of several textbooks, and George D. Alder of Salt Lake City, president of the National Association of Life Underwriters.

Des Moines.—At the June meeting of the Des Moines association the following were chosen as officers for the ensuing year: President, E. E. Carter of St. John & Carter, general agents Equitable of Iowa; first vice-president, Harry Hawkins, John Hancock Mutual; second vice-president, Arthur M. Watson, Register Life; secretary-treasurer, Thomas O'Connor, Pacific Mutual; national committeeman, J. C. Clapp, chairman of board, Fred G. Appelquist, Retiring President Joseph T. Peterson becomes a member of the board.

CHICAGO ASSOCIATION ELECTS

New Officers of Underwriters' Organization Are Chosen—Darby A. Day Addresses Meeting

About 150 members of the Chicago Life Underwriters Association attended the annual meeting of the organization last Friday. Following a brief business session, during which the officers for the new year were announced, Darby A. Day, Chicago general agent of the Union Central Life, addressed the gathering on "Looking Ahead—Cooperation."

Mr. Day announced himself and the group for whom he spoke as consistent advocates of cooperation through association work and urged every man present to become an "emissary of the organization to the life insurance fraternity to promote and promulgate the association and its work."

In commenting on the new tax law in Ohio the speaker said that had the insurance associations of Ohio put forth enough effort they could have prevented the measure from carrying. "But no one had the nerve and the intelligence to get the associations behind the fight against the measure," he said. He drew a comparison between the union workman and the life agent who is an association member, saying that when the agent takes as much pride in his association membership as the workman does in his union card the business will have attained a higher level.

Officers for the new year are the following:

S. T. Whitley, general agent Actua Life, president; Myron M. Smith, New

COLORADO! NOW OPEN!

We have a liberal General Agency contract to offer in Colorado to an experienced Life Insurance Salesman and Organizer of character and ability, who has an established successful record in personal production and Agency building.

Real Home Office co-operation—Up-to-date Policies—Special Preferred Risk Guaranteeing Return of all Premiums Paid—Guaranteed Dividends—Annual Dividends—Non-Medical—Standard and Sub-Standard. All replies confidential. Address:

J. T. Mayall, Vice-President & Agency Manager,
500 Board of Trade Building,
Kansas City, Missouri.

How far will your car go on two dollars worth of gas?

Judging from past performance you can just about tell how much mileage you can expect out of a \$2 bill.

But you can't begin to exhaust

the gas you get for \$2.00 a year from the A & H Review. It will give you the power to go over the top on Accident & Health insurance.

THE A & H REVIEW
CHICAGO

OPPORTUNITY!

*Desirable Territory Open for General Agencies.
Liberal Contracts.*

**THE CAPITOL LIFE
Insurance Company**
DENVER, COLORADO

Policy No. 1, May 25, 1847

Issued to John W. Horner, the Founder of the Company, eighty years ago. And throughout these eight decades the PENN MUTUAL has kept close to the front rank in size, and in all that is best in life insurance, in some things a pioneer, and in others a close observer and an early adopter.

A notable addition to the executive staff of our Agency Department signalizes this eightieth anniversary year, and is a happy augury for continued progress in life underwriting that is sound, visioned, and profitable in improved service of our Agents and of the public.

We have room for men and women who are workers, are ambitious, and have high ideals.

The Penn Mutual Life Insurance Company
Philadelphia, Pa.

Founded 1847

"OLD IRONSIDES"

Have You Contributed to the Restoration Fund?

The John Hancock Mutual Life Insurance Company of Boston received the following request from a well-known underwriter:

"I notice in the March issue of *The John Hancock Signature* a reference to 'Old Ironsides.'

"One of my associates in the office has asked me to obtain if possible one of these pictures, and I would like to have one myself. Therefore I am enclosing my check in the amount of fifty cents."

While the John Hancock is not acting as agent for the Navy Department in the sale of pictures, the Agency and Clerical Force, as well as Home Office executives, are all working to keep "Old Ironsides" afloat.

If any underwriter wishes to secure this beautiful reproduction of the "Old Ironsides" painting by Gordon Grant, noted marine artist, and will send in 25c, we will see that he gets the picture and the Navy Department the money. Address Inquiry Bureau, 197 Clarendon Street, Boston, Mass.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Sixty-four years in business.
Now insuring Two Billion Five Hundred Million Dollars on nearly 8,000,000 policies.
Save and secure in Every Way.

THE

AMERICAN
BANKERS INSURANCE
COMPANY
CHICAGO

Executive Office: Jacksonville, Illinois

Life • Health • Accident

if

You are a producer

You want a REAL job

You believe in yourself

A friendly interest is needed

Close co-operation is necessary

Territory does make a difference

Write or wire: S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY
Cincinnati, Ohio

AMERICAN LIFE REINSURANCE CO.

OFFICES

DALLAS, Home Office Building
CHICAGO, 29 S. La Salle St.

*Prompt Service From Both Offices
Maximum Security to Treaty Holders*

MORTON BIGGER
Secretary

A. C. BIGGER
President

BERT H. ZAHNER
Chicago Manager

C. W. SIMPSON
Medical Director

MERLIN OATES
Actuary

ALAMO LIFE INSURANCE COMPANY

Graham Dowdell, Pres.

A progressive up-to-date company with a program of expansion and growth.

All Texas is our field.

"The Fast Growing Company of the Southwest"

San Antonio, Texas

In PEORIA, ILLINOIS
In SPRINGFIELD, ILLINOIS
In ROCKFORD, ILLINOIS

In these places we offer to men of character, with proven records as agency builders, an "old-time" general agency contract with non-forfeiting renewal commissions.

Far-reaching, continuous cooperation will also be given to the end that your contract shall become profitable and permanent.

NATIONAL FIDELITY LIFE INS. CO. Kansas City, Mo.
RALPH H. RICE, President

Whatever you have to say to Insurance men, you can do it more effectively through the advertising columns of The National Underwriter. One inch one column Want Ads are \$5.00 an insertion. Other rates on application.

National Underwriter, Chicago

COLORADO

NOW OPEN

ROCKFORD LIFE INSURANCE COMPANY

WRITE TO

Francis L. Brown, Secretary

ROCKFORD, ILLINOIS

England Mutual, first vice-president; Samuel T. Chase, general agent Connecticut Mutual, second vice-president; William M. Houze, general agent John Hancock Mutual, treasurer. Directors who will serve to June 1, 1929, are: Benjamin H. Badenoch, Northwestern Mutual; Karl B. Korrady, branch manager Connecticut General; C. A. Scholl, branch manager Fidelity Mutual; Gilbert M. Smith, agency director New



S. T. WHITLEY
New President Chicago Association

York Life; J. W. Thomson, National Life of Vermont; Judson S. Tyley, Equitable Life of Iowa. Six directors who have served one year hold over for another year.

Lincoln, Neb.—Before an audience of 250 business and professional men gathered by the Lincoln association, Dr. S. S. Huebner of the University of Pennsylvania last week discoursed on the economic aspects of insuring life values. Many of the audience were big buyers of insurance. On the same day Dr. Huebner addressed two gatherings of insurance men speaking particularly on the development of life insurance as a profession. He predicted that in ten years life salesmen would be supplanted by advisers, men scientifically trained to lay out programs for men entirely convinced of the value of life coverage and accountants rather than agents.

Greensburg, Pa.—Twenty-five members attended the May meeting of the Greensburg branch of the Pittsburgh association, held in Jeannette, which was one of the most successful in its history. J. G. McSteen presided.

Plans were outlined for an intensive membership campaign. Glenn Vance, Frank Bossart and J. G. McSteen were appointed for the Greensburg district, and S. B. Reyburn was named for the Latrobe district.

L. S. Brown, general agent for the Pan-American in Pittsburgh, spoke on "Partners on the Job," giving a very in-

teresting talk along the line of cooperation of companies and the agents in the field.

Pine Bluff, Ark.—Ricks Strong of Little Rock, Arkansas manager of the Missouri State Life, was the principal speaker at the recent meeting of the Pine Bluff association. His subject was "The Necessity of Educating the Public to the Benefits of the Old Age Endowment Policy." New officers, as follow, were installed at the meeting: President, John D. Wilbourne; vice-president, J. B. Simon; secretary-treasurer, Mrs. Annie O. Smart; national committeeman, F. Garland May. Members of this year's membership committee are J. H. Means, H. H. Knox and J. E. Boyce.

Ottumwa, Ia.—Members of the Ottumwa association met last week for a banquet, with Col. C. Waller, president of the organization, as toastmaster. M. B. Oakes of the Research and Review Service, Indianapolis, was the principal speaker.

Maine—A state-wide campaign costing \$6,000, to advertise life insurance as an institution to the people of Maine through their daily newspapers, will be started in September by the Maine association as a result of a decision reached at a meeting in Portland Saturday.

Winslow Russell, vice-president of the Phoenix Mutual Life, who is accredited with having instituted the first national life advertising campaign, along the line proposed in Maine, was the principal speaker at a dinner, talking on "The Market and the Man."

The campaign will run for 12 or 14 weeks and advertisements will be inserted in the daily newspapers of Portland, Lewiston, Bangor, Biddeford and Waterville, and also in the French papers published in the state.

Lafayette, Ind.—Charles W. Ebel was elected president of the Lafayette association, succeeding T. R. Smith. A. L. Pyke was elected vice-president, Robert Beisel, secretary-treasurer. The executive committee includes Bert Yocom, Geo. Brown, C. W. Bone, T. R. Smith, Ralph A. Merley and W. L. Davis. It was decided to continue the regular meetings during the summer.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$4.00 and the "Little Gem" published annually in April at \$2.00.

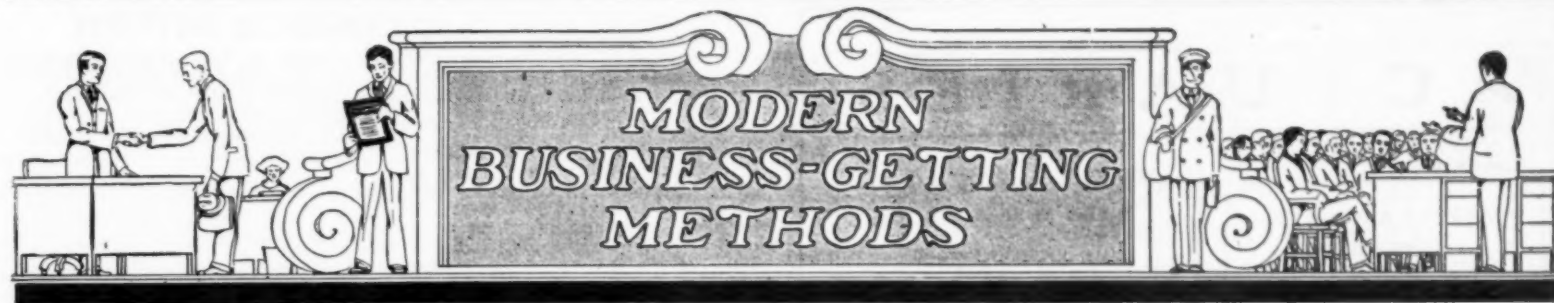
Missouri State Life

The Missouri State Life announces two new policies for children. They will be issued on two plans, 20-payment life and 20-year endowment, both nonparticipating. They will be issued from age 1 to and including age 14. For ages at 5 and above the maximum amount of insurance is provided during the first policy year. At ages under 5, the amount is less, but increases each year to the maximum face amount at age 5. An outstanding feature of the policy is the provision which recognizes the fact that premiums are to be paid from the earnings of the father or mother and provides, therefore, for the termination of all premium payments on the payor's death. Provision also is made for waiver of premiums in the event of total and permanent disability of the purchaser before age 60. For amounts up to \$2,500 and age of purchaser under 55, medical examination ordinarily will not be required.

Drive on for \$8,000,000

June is Davis Month in the Chicago agencies of the Equitable Life of New York in honor of Vice-president Frank H. Davis. The object of the drive, in which all the agencies will participate, is to write \$8,000,000 of business. The campaign will end with a luncheon at which Vice-President Davis will be present.

In May the Chicago agencies of the company paid for \$7,059,000, which is a gain of \$510,000 over May, 1926. The total of the Chicago agencies for the first five months of this year is \$34,766,000, a gain of \$2,800,000 over the first five months of last year.



Agent Must Develop an Overwhelming Enthusiasm for Life Insurance Before He Can Become Successful Underwriter

ABNER THORP, JR., editor of the Diamond Life Bulletins, in an address at the recent sales clinic and seminar of the Joseph M. Gantz agency of the Pacific Mutual Life in Cincinnati, discussed some of the factors necessary for the successful salesman and told of the value of an unconquerable enthusiasm for the institution of life insurance. Comprehensive excerpts from Mr. Thorp's address follow:

Take Too Much Credit For Great Volume

"We have taken too much credit to ourselves as expert men and women in salesmanship. I believe that the 'flu' epidemic and government endorsement of life insurance have made the people realize they did not have enough life insurance. Therefore, they have bought. They realized the life insurance they purchased in the old days was not sufficient. Now, ladies and gentlemen, that slack has been taken up. I want to urge this fact on your consideration. In 1923 and 1924 there was an increase of about

25 percent of life insurance purchases over the year before. The life insurance written in 1924 was 25 percent greater than 1923. In 1923 it had dropped, it was about 12 percent. Last year it was about 6 percent; this year it is running lower. In other words, the public has stopped buying life insurance. That does not mean it will not continue to be sold, but it has stopped buying.

Great Possibilities For Future Development

"You know the possibilities about life insurance sales for the future. The premiums paid every year amount to 3 per cent of our national income. We spend 3 per cent of our national income on tobacco; 3 percent is spent in life insurance premiums. You know that the shrinkage of estates in 1920 totaled over \$1,000,000,000. The estimated shrinkage at 15 percent is \$1,084,000,000. The life insurance claims paid were \$349,000,000, or the excess of shrinkage of one year over the death claims was over \$1,000,000,000. Do you know the

life insurance paid to the beneficiaries of this country is not enough to pay funeral expenses of those that die every year? Is there an opportunity in the future for life insurance?

Personality Chief Factor in Successful Selling

"I want to emphasize the value of character or personality in the life insurance solicitor. That is important. A man in New York has written a practical psychology. He has studied the subject of salesmanship and the influence of personality upon a man's success. He has examined over 50,000 cases. It has taken him seven years. He says that 15 percent of the success of a salesman is dependent upon his knowledge and technique and 85 percent upon his character and personality. Personally, I think this writer has gone too far. I dare say, 50 percent at least of a man's success in this business is dependent upon his personality or character. Pick out the successful man. Check it up yourself. I don't care where they are, the fellows that are doing the big business and the successful regular business are the men that have this something that we know as character. In the past we have accepted this thing, personality, and been accustomed to think of a person either with or without it. That is true to a limited extent. A man is born

with certain characteristics, but personality is a result of a number of traits. It is not a thing in itself, but is a result of a number of traits.

List Traits Which Are Considered Essential

"Here are the traits that this writer has found to be essential to the successful salesman. The first is what he calls impressiveness. Some men are impressive. They sit down at your desk and you are impressed by them. What do we mean by this? It means in the first place manner. A man is a gentleman in manner. It means personal appearance, physical health and energy. All those things that we ordinarily group under the word appearance, but it goes deeper and contains psychological traits also. Then the man must have adaptability. You know what that means. The successful salesman must shift his mental stage instantly. He must be alert. The next is initiative. This means self-starting. The man must be a self-starter. He must have something that drives him to do things without being followed up. It means perseverance. He must be able to think clearly. He must be able to have a clear mental picture and idea of the situation and then state in a clear fashion his ideas and reactions to those situations picture.

(CONTINUED ON NEXT PAGE)

LOG OF POLICY NUMBER 38,820

Amount \$10,000 with \$5,000 Double Indemnity.
Ordinary Life with Income Disability.
Issued November, 1920, age 31.
Paid two annual premiums of \$250.10 each.
Disabled September, 1922.
Drew \$2,400 in monthly income.
Had two annual premiums paid by Midland.
Recovered October, 1924, and resumed premium payments.
Double Indemnity clause reinstated in October, 1924 on \$5,000.
Death resulting from accident May, 1927.
Amount paid including post-mortem dividend \$15,021.40.
Insured paid \$1,130.40.
Midland paid total of \$18,071.50.

THE MIDLAND MUTUAL LIFE INSURANCE CO.
COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

Central States Life Insurance Company

ST. LOUIS, MO.

Agency Openings in

ARKANSAS	MISSOURI
CALIFORNIA	MONTANA
COLORADO	NEBRASKA
FLORIDA	NEW MEXICO
IDAHO	OKLAHOMA
ILLINOIS	SOUTH DAKOTA
KANSAS	TEXAS
MINNESOTA	UTAH

WYOMING

All Ages up to 65
Participating and Non-Participating
Standard and Sub-Standard
Disability and Double Indemnity

ASSETS: \$10,000,000

INSURANCE IN FORCE: \$90,000,000

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CONSULTING
ACTUARY
254 Pine Street - San Francisco

ILLINOIS

DONALD F. CAMPBELL
CONSULTING
ACTUARY
188 N. La Salle St.
Telephone 7298
CHICAGO, ILL.

L. A. GLOVER & CO.
Consulting Actuaries
29 South La Salle Street, Chicago
Life Insurance Accountants
Statisticians

J. H. NITCHIE
ACTUARY
1523 Assn. Bldg. 19 S. La Salle St.
Telephone State 4992 CHICAGO

INDIANA

HAIGHT, DAVIS & HAIGHT, Inc.
Consulting Actuaries
FRANK J. HAIGHT, President
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Omaha, Denver, Des Moines

HARRY C. MARVIN
CONSULTING ACTUARY
2186 North Meridian St.
INDIANAPOLIS, INDIANA

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E. L. MARSHALL
CONSULTING ACTUARY
Hubbell Building
DES MOINES, IOWA

MISSOURI

JOHN E. HIGDON
ACTUARY
234 Argyle Bldg., Kansas City, Mo.

ALEXANDER C. GOOD
CONSULTING ACTUARY
1416 Chemical Building
ST. LOUIS

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Miles M. Dawson & Son
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ACTUARIES
36 W. 44th St. New York City

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Actuarial Service in all branches of Insurance and for Pension Funds - Examinations and Appraisals - Statistical Service and Installations - Companies and Associations managed under contract - Office Systems and Reorganizations - Insurance Accounting and Auditing.
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COUNSELOR AT LAW
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Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.
Colonial Bldg. OKLAHOMA CITY

(CONT'D FROM PRECEDING PAGE)

tured. It is useless for me to try and tell you how to cultivate these traits. Check yourself up on impressiveness. How do you take a joke on yourself? Are you able to talk to your superiors on a poised man-to-man basis? Have you self-confidence? All those things go to make up this poise which we require and which is necessary in this entire group of traits known as personality. You can cultivate those things. It is worth while.

Must Have Contacts As Well as Knowledge

"What are some of the other things that the life insurance man of the future must have? It is needless for me to tell you you must have knowledge. You are getting this all the time. You must have contacts. Clay Hamlin was the largest producer last year. He has based his entire success on following a program. He followed a schedule and the result was \$12,000,000 in 1925 or 1926. How did he do it? Contacts. He adapted this one rule. He is a student. His rule is inflexible. Every time he sold a man, he made him lead him to at least one other prospect of a superior financial situation. He never missed it.

"Clay Hamlin came here, sent by Jim Rand to write business insurance over \$1,000,000 on the executives of the Globe Wernicke Company. He went in and advised a little bit and wrote it, but how did he get to Jim Rand? After a period of years, by making the man next lower to Jim Rand lead him to Jim Rand. He had never met Mitchell, president of the National City Bank, New York. Jim Rand was going to take him to lunch with him. He knew nothing was more natural than that Mr. Rand would mention that he had just taken care of a large amount of insurance for him and suggest that if Mitchell ever needed any such service he call upon Hamlin. That is the way Clay Hamlin got his contacts. Never write a man that you don't make the man you have written lead you to some one else who is better able than he is to buy life insurance.

Definite Plan in Work Is Necessary

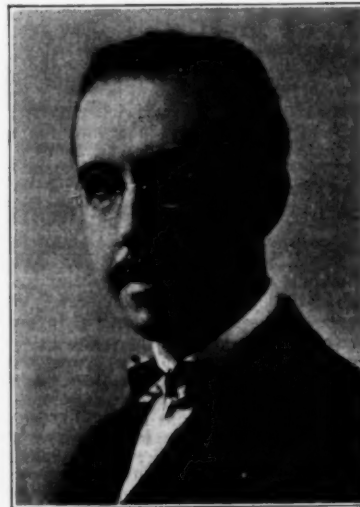
"You must have a plan of work. Haphazard soliciting is useless. Adopt some regular method of recording and plan-

ning your work and stick to it. Here is a gentleman from Peoria, Ill. Fischer built an agency in Peoria on one basis, a definite system of recording and planning work. I have heard him tell about the result. I hope you men will do the same thing.

"The best thing of all is a vision of life insurance. What do I mean by this? Ladies and gentlemen, in everybody there is a spot where there is a little flame of enthusiasm about something. It may be about golf, radio, literature, or life insurance. It is there. Your job and mine is to find out in some way how we can get to that flame of enthusiasm and foster it until it becomes a consuming fire that will drive us to a vision of life insurance that will make us irresistible.

Resent Any Shur Upon Life Insurance

"There is nobody in the world who can sit down and say a word to me



ABNER THORP, JR.
Editor Diamond Life Bulletin

about the life insurance business in a derogatory way and get away with it. I believe so thoroughly that life insurance is a unique institution that when I get to talking about it, I forget myself entirely and the thing consumes me with enthusiasm. If you have not got this, try to get it somewhere. It is the pearl without price in this business. Have you sat down each year with the figures paid to beneficiaries and the life insurance premiums? When you see that \$1,500,000,000 is paid into the companies does that mean anything to you? Have you been able to translate those things into the terms of human life? If not, you have not the vision at all of life insurance. That is the thing you must get somehow. If a man dies in your community, find out what happens to his family. Did he leave enough life insurance? If he did, how is that family blessed with that life insurance? Did he not leave enough? Does the wife have to go to work?

"When you have got those facts sit down with them and let those things consume your imagination so that when you think of life insurance, you think of concrete instances; then by and by you will begin to see what this thing means after all. When you once get that you will be able to go into your prospect's office and know you are going there to talk life insurance for that man's family or know the reason why. When you have once got that, you need not worry about answers to objections or the psychological moment. All you will have to do is to say, 'Mr. So-and-So here is your receipt. Let me have your check.' The force of the thing will carry you through. That is the way to write life insurance."

Ensign Francis J. Hall, son of S. G. Hall, general agent at Davenport, Ia., for the Mutual Benefit Life, died last week at the naval academy hospital at Annapolis.

AMERICAN INSTITUTE OF ACTUARIES MEETS

(CONTINUED FROM PAGE 3)

Prof. Wicksell is professor of mathematical statistics and a member of the Scandinavian Institute of Actuaries and has made many notable contributions in the field of theoretical statistical research. He attended this meeting of the American Institute as a guest of Prof. Glover.

Subjects Considered at Meeting

Formal papers read were "The Liabilities of Pension Funds," by Henry R. Corbett, consulting actuary of Chicago; "Interpolation with Modified Coefficients," by J. F. Reilly of the University of Iowa; "Modern History of Fraternal Insurance," by Sidney H. Pipe, actuary of the Independent Order of Foresters, Toronto; note on the "Most Probable Number of Deaths," by H. L. Rietz of the University of Iowa. A discussion of a paper read at a previous meeting on "Osculatory Interpolation" was led by W. A. Jenkins, consulting actuary of Chicago. Informal discussion centered around four subjects: "Industrial Insurance," "Group Insurance," "Social Insurance" and "Foreign Currency Depreciation."

Is Not Grave Problem

Contributions to the discussion on foreign currency depreciation were made by C. D. Rutherford of the Sun Life, J. G. Parker of the Imperial Life and V. R. Smith of the Confederation Life. The subject is one which affects only a limited number of the companies. The general opinion as expressed by the speakers was that while variations in currency values make it necessary for companies concerned to take precautions, the difficulties involved are quite easily solved and the question does not constitute a grave problem to companies operating in foreign countries. The results of currency depreciation can be guarded against either by making premiums and claims payable in the currency of the country of issue or by making premiums and claims payable in the currency of the country of delivery in which case it would be necessary for the company to maintain a sufficient amount invested in the country concerned to cover any liabilities under policies in force in such country. It is of course highly important that at the time the policy is issued it be expressly stipulated just what currency is to be used in all transactions relating to the policy.

Delegates were the guests of the Ontario life companies at luncheon on the first day and in the evening the institute dinner was held.

Concludes Instruction Class

The Business Men's Assurance Co. has just concluded its 22d class of instruction. There were 23 members in the class, coming from as far east as Maine, and as far west as Needles, Calif. According to officials of the company, this was one of the most outstanding classes they have ever had, the men coming from the ranks of school teachers, railroad men and other lines, all of whom had been successful in their own lines before deciding that life insurance held great possibilities.

**ACTUARIAL
POSITION
WANTED
BY COLLEGE GRADUATE WITH
ACTUARIAL EXPERIENCE**
For Particulars
Address B-5
Care The National Underwriter

AN INCORPORATED AGENCY
desires to make a general agency connection with an established life insurance company in Chicago territory. Address B-11 Care The National Underwriter.



THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

THE Southern States Life, organized in 1906, has an enviable record—21 years of honorable and successful relations with agent and policyholder.

During this time the company has been cultivating and serving well its field—Dixie.

Today there is opportunity in Dixie—the South is awaking industrially. To men who are unattached and to new men the Southern States has an attractive proposition.

GENERAL AGENCIES NOW OPEN

At these locations

Alexandria, Louisiana
Amarillo, Texas
Beaumont, Texas
Wichita Falls, Texas
Tulsa, Oklahoma
Muskogee, Oklahoma
McAlester, Oklahoma
Enid, Oklahoma
Pine Bluff, Arkansas
Jonesboro, Arkansas
Helena, Arkansas

Liberal Contracts Direct with
Home Office

*Write us in confidence and let your first letter tell us
what you can do.*

Our offer to you is worth while.

LOUISIANA STATE LIFE Insurance Company

HOME OFFICE
SHREVEPORT, LA.

IRA F. ARCHER
Superintendent of Agencies

Provident Mutual Life Insurance Company of Philadelphia Pennsylvania — Founded 1865

The Provident has worked out a practical plan by which the Home Office, through an Educational Supervisor, is assisting in the development of new agents.



Home Office
Armour Boulevard and Main Street

Midland Life Insurance Company

Kansas City, Missouri

There are men selling life insurance today whose present opportunities are limited but who have real futures. They are experienced, write a good volume of business and can handle men. But they must have a better deal before they reach full earning capacity.

Many deserve to be and should succeed as general agents or district managers, especially in productive fields, representing a sound, growing company.

If you are qualified, make yourself known at once to the Midland Life, a solid, progressive company with \$33,000,000 insurance in force—a company that meets competition in all standard forms of policies and actually cooperates with its field forces.

There are choice openings in Denver, Sedalia, St. Joseph, Wichita, Salina, Dallas, San Antonio and elsewhere.

Take the first step toward a bigger future today. Address your letter to the undersigned personally.

Daniel Boone, *President*

Why You Should Represent The Missouri State Life

THE MISSOURI STATE LIFE is one of the fastest growing life insurance companies in the United States — a great Company daily growing greater.

Its multiple line of Life, Accident and Health, and Group insurance multiplies your opportunity for success.

Its central location, with Home Office in Saint Louis, "the city surrounded by the United States," means minimum of time in handling applications, claim settlements, and all matters of correspondence.

Its complete organization, thoroughly departmentized, offers unexcelled service to both Agents and policyholders.

Its Branch Office service, available in twenty-six of the principal cities of the country, extends to field men the personal cooperation of trained representatives in each of its multiple lines.

Its progressive pioneering spirit makes it a most desirable company for the live, forward looking agent to represent and its new, liberal policy forms offer attractive selling plans.

Its substandard department greatly extends the Agent's possibilities for writing profitable business at most favorable rates.

A connection with the Missouri State Life offers you an unusual opportunity to become the master of your own affairs and to increase your earnings from year to year.

The Company is anxious to make connections with high-grade ambitious men and to assist them to become their own masters in building up a clientele of their own.

If you are interested in establishing yourself in a pleasant, profitable business, we shall be glad to hear from you.

Insurance in Force April 30, 1927

\$687,307,814.00

A Great Company Daily Growing Greater

Missouri State Life Insurance Company

M. E. Singleton, President

Home Office, St. Louis

LIFE

ACCIDENT

HEALTH

GROUP